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Dutch Flower Group In Africa: Growing To Consumers Demands



Farmers Awards



National Farmers' Award Scheme 2013

The Ministry of Agriculture is collaborating with Elgon Kenya Limited to conduct the National Farmers Competition Award Scheme 2013. This is a new approach to upscale "Presidential Farmers' Competitions Award Scheme" which the Ministry has been conducting annually covering all the provinces and three competition categories namely: Large Scale Mixed Farms, Small Scale Mixed farms and the Agricultural Training Centres. All the provinces have been targets for national competitors after the carrying out competitions at province, district and divisional levels.



This change in approach to the scheme implementation has been prompted by the expected change of some service delivery systems of government as soon as these systems get devolved as per the new constitution. The new approach adopts five competition categories as:

- a. **Small scale farm gearing to commercialization,**
- b. **Small Scale farms fully commercialized based on the level of investment and turnover per year (≤Ksh 50 million),**
- c. **Large scale fully commercialized farm categories (>Ksh 50m),**
- d. **Large scale Agro input dealers with an investment of not less than Ksh 5m**
- e. **Small Scale Agro dealers at an investment level of Ksh 2m.**

It will be up to the competitor to prove his or her level of investment and turnover per year.

The competitors are expected to apply for the entry to the competitions through application forms distributed through the sub-county and county agricultural offices or downloaded from www.kilimo.go.ke / www.farmersawards.com / www.elgonkenya.com / www.hortinews.co.ke

The forms are given free of charge and entry to the competition is free. It is expected that a competitor will apply for one category and that those who will be short listed will be visited by a panel of judges to carry out detailed performance assessment of the competitor's performance.

For large scale farm categories, more enquiries will be done into the following corporate responsibility issues:

1. **Environment care and protection**
2. **Climate change mitigation measures**
3. **Waste disposal**
4. **Resource development strategies**
5. **Social responsibilities**
6. **Working environment improvement issues like labour lines , social amenities, conflict arbitration**

While the new approach may not change the objectives of the scheme, it may target more business oriented farmers and organizations than before.

Public farms like the Agricultural Training Centres, ADC farms, Prisons farms, may also apply.

Dead line for applications is July 31, 2013.



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Cover Photo Courtesy of
Dutch Flower Group



The Leading Floriculture Magazine

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Are you There?



The 1979 film 'Being There', is the only screen performance for which actor Peter Sellers won an Oscar. Seller portrays a simple minded gardener turned from a sheltered existence into the harsh realities of life. Through a series of mishaps and misunderstandings, the gardener became a highly respected policy adviser to the president of United States.

And even in the world of commerce there is a reasonable analogy to be made.

'Being There' for both growers and buyers gave birth to IFTEX. June 5th 2013, marks the 2nd anniversary of the trade show.. Mr. Dick Van Raamsdonk share with you in this issue not only on IFTEX but also Expo Flora Rusia. Dick tells us 'Being There' is the name of the game.

'Being There' is the hallmark of Dutch Flower Group. In this issue you will realize that they are only a call away from you the grower. And so is Mr. Damien Viollet. He comes from Miles away. But the cultural differences have not stopped him from re-energizing Bayer Cropscience.

Bayer Cropscience, Amiran Kenya Ltd and Twiga Chemicals Industries Ltd understand 'Being There' is the right commercial paraphrase. In this issue they read about the launch of their new molecules to strengthen their existing portfolio.

'Being There' is the commercial accolade for Mr. Enock Kimutai who has an interesting article on Carnations. Lest you forget, Mr. Daniel Kisongwo shares his rich knowledge on spraying on Droplet Spectrum.

Did you know about the co-operation of Finlays horticulture and REWE. They 'Are There' for a better Naivasha. This is a must read piece.

It has not been rosy for two of the biggest flower buyers in the world. Florimex and Ciccolella Holding Bankruptcy came as a bombshell for some growers and employees. We have more in this issue.

Globally, read on India farmers, CIOPORA PBR discussion fees in Ecuador and the launch of a new trade fair for the horticulture industry. Regionally, Kenya and Tanzania have ironed their differences but Rwanda is still struggling.

Enjoy your reading.

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Distraught Rwandan Growers Look For a Way Forward Together

The floriculture industry in Rwanda has long been struggling to gain a significant foothold, despite the country's good climatic conditions. Knowledge is lacking; production low and supply rarely fits market demand. Major losses, crippling uncertainty and all around low morale have been the result.

The National Agricultural Export Board (NAEB) is now attempting to bring flower farmers and buyers together to exchange views and forge a way forward together. The government of Rwanda desperately wants to encourage floriculture, as part of the Rwanda National Innovation and Competitiveness program.

"We want to work together as industry stakeholders to see how we can provide for the needs of the

sector and help each other expand our businesses," Ndambe Nzaramba, NAEB deputy director general, explains the thinking.

He is well aware of the successful flower industries in the neighboring countries and cannot fathom why his countrymen could not achieve a similar feat: "Why should Rwanda import cut roses from Uganda and Kenya when we have fertile soils, conducive climate and expertise? This, besides draining our economy of foreign exchange, it kills the local flower industry."

Nzaramba strongly urged buyers to collaborate with growers in order to identify the flower varieties demanded by the market. The NAEB will subsequently provide planting materials and the necessary training, to support the country's small-scale farmers in producing flowers professionally.

Source: New Times Rwanda

India: Farmers Encouraged to Grow Lillies

The floriculture department in Chafi area in the Nainital district of India in the mountains of the outer Himalayas encourages the farmers to shift their focus from traditional crops to cultivation of lilly flower for export, as surge in the sales of flowers yield profits for the growers.

A grower Sudhir Chaddha said that due to high demands in foreign countries, efforts are being made to produce good quality Lilies and help them export in the international market.

"Our hopes are very high because the flower has very high demand in foreign countries. Until now, we were not able to take orders from foreign clients because of the inability to grow high quality flowers in large numbers but now with the help of more local farmers like some who are already enrolled with us have started similar projects on their fields.

We will now provide them with a production plan to help them export their flowers," he concluded.

Traditional crops are increasingly giving way to Lillian farming in the villages because of the rich dividends the flower offers to the farmers.

Lilly flowers have picked up in the area and farmers unlike earlier times are less stressful about marketing their farm produce.

Farmers are earning about 70000 to 80000 rupees per month out of Lillian cultivation, where as they used to get 5000 rupees from the traditional crops. Lillian is a fast growing flower and takes only three months to grow, depending on production practices and weather conditions.

Farmers said that the flowers are in huge demand as many florists are ready to pay good prices then last three years, the cultivation of lilies has increased manifold and high profits has encouraged more farmers into this trade.

Earlier florists used to get flowers from the Himachal Pradesh, but due to the low quality flowers in Himachal, they are now approaching farms in Nainital.

Source: Webindia 123



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Finlays And REWE Together In Water Project



Finlays Horticulture Kenya is involved in an innovative project to create plastic floating islands containing papyrus plants to help protect the ecosystems of Lake Naivasha in the Rift Valley, Kenya. Finlays customer and German retailer, REWE, is funding the papyrus restoration partnership between Finlays and Dr David Harper, a senior lecturer at the University of Leicester, which aims to recreate the water-cleansing services of papyrus as artificial floating islands.

As well as having many commercial uses, papyrus is a most valuable natural filter for dirty water. A common plant of tropical wetlands, it is capable of acting like a sewage treatment works all on its own. The restoration project at Lake Naivasha entails papyrus being planted in islands made of recycled post-consumer plastics, such as bottled water containers, made by a new company called "Floating Islands International" (FII).

The islands that have just been ordered from FII will be anchored once the papyrus has been planted, in the mouth of the main river, the Malewa, to trap silt before it reaches the lake. The roots of papyrus islands also act as important fish nurseries

and feeding grounds, whilst their 5-metre tall stems hold a rich biodiversity of birds such as warblers and kingfishers. Thus the project is beneficial to both people and nature.

Papyrus originally inhabited the whole perimeter of the lake and acted as a physical filter for surface run off, and added additional value to remove nutrients. In the last few years, much of the papyrus has been removed to gain access for the lake for tourism and it is being overgrazed by buffalo and domestic cattle belonging to pastoralists. The young shoots get rapidly consumed and hinder the natural regeneration as the lake level varies through the riparian zone. So the idea of anchoring papyrus islands offshore would make them less vulnerable to bovines and encourage regeneration.

Dr Harper said: "Lake Naivasha is a freshwater lake of around 100 km², and although once crystal clear and surrounded by papyrus, it has suffered in the past 30 years. A major factor is that Naivasha has been the fastest growing town in Kenya as a result of the bonanza of horticulture, cut flowers for export, which is now one of Kenya's top three earners of foreign exchange. As job opportunities have grown,

the human population has grown more than twenty-fold, and settlements have sprung up in a haphazard fashion, clearing papyrus. In the same 30 year period, the population of buffalo native to the lake has trebled, knocking down the papyrus to eat it.

Major flower growers are well aware of their responsibilities to the fragile environment of Lake Naivasha, and their reputation amongst consumers in Europe. Finlays, a major UK-owned tea producer and flower grower, has turned their concern into reality by growing papyrus from cut culms (pieces) in their own artificial wetlands treating waste from their processes, such as workers canteens and laundry. Finlays also has Fairtrade status, and major European retailers, such as REWE, only buy Fairtrade flowers. However, Fairtrade does not require that farmers show a concern for the ecosystem from which the raw material for their product comes outside their own gates.

Although the new Kenyan Water Act requires that they pay for this valuable "ecosystem service" – clean water – this does not directly pay for ecosystem restoration." The scale of the project depends very much on the pilot work being undertaken. We are also looking at the possibility of anchoring "natural" islands that detach themselves from the shore with wind and lake level changes. Some of these are quite large and could be used to fast track for example papyrus farming.

However the artificial islands will still be important to reinstate areas that have been destroyed. Interestingly the floating islands also provide a refuge for fish breeding and this could encourage an industry that is at present in need of better control and increased stocks.

Source: Finlays

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Dutch King's Inauguration Spurs Flower Sector's Creativity

Preparations for the inauguration of the new King reached a feverish pitch in The Netherlands. The country's flower sector worked overtime to get all the day's festive floral decorations finished in time and put together a fun surprise.

On April 30, Queen Beatrix of The Netherlands stepped down in favor of her son Willem Alexander. The official coronation ceremony took place in de Nieuwe Kerk ("New Church") in Amsterdam, a historical venue that

was decorated with an extravaganza of flowers and plants.

Flower auction FloraHolland together with Zuidkoop Natural Projects, with some help from the Dutch Flower Group, realized a setting fit for – quite literally – a king.

Moreover, the prospective King's had commented that he does not consider himself a 'protocol fetishist' (in the sense of someone strictly adhering to official ceremony) had provoked a lighthearted response from the Dutch flower sector. With lightning speed, FloraHolland and its

suppliers put together a mosaic of flora-packed flower carts forming the Dutch word 'Hoera' – the protocol threefold response to the "Long live the King!" that traditionally accompanies the swearing in of a new monarch.

Clever video clips were made of the floral 'hurrah' and sent to the various royal families and political representatives that attended the crowning. This 'one-word language course' allowed the foreign visitors to respond appropriately when the "Long live the King!" officially sounds on April 30!

IFTF Launches New Trade Fair for the Horticulture Industry: **IHTF!**

Exhibitions today announced that it will launch a new expo IHTF on the fairgrounds of Expo Haarlemmermeer in Vijfhuizen. The International Horticulture Trade Fair IHTF will be organized simultaneously with the existing IFTF Expo, already being held at the fairgrounds in Vijfhuizen. Also the FloraHolland Trade Fair in Aalsmeer will be held during the same dates as IFTF and IHTF.

All exhibitions will run from Wednesday November 6 through Friday November 8. Especially technical suppliers of the Horticulture sector are faced with having to miss a trade fair for their industry this year

in Holland and therefore HPP Exhibitions decided to present Expo Haarlemmermeer as a very suitable alternative.

Several (technical) Horticultural suppliers have been signing up for stand space in IHTF since, after it became known last week in the press that Horti Fair will not take place this year.

Besides the fact that there is currently sufficient exhibition space available in Expo Haarlemmermeer (34,000 m²) and as well more exhibition space can easily be made available, also the IFTF trade fair is taking place at this location already since 2010 and with great success.

"This is an important step into the direction of one big trade fair in Holland

for Horticulture, lifting the industry to its next level by growing towards a World Horticultural Trade Fair", according to Dick van Raamsdonk, director of the expo.

"As many in the industry have been wanting to bring the different trade fairs together at one location for some time, this opportunity is an excellent chance to achieve that goal.

The fact that not the RAI in Amsterdam nor the flower auction in Aalsmeer but Expo Haarlemmermeer in Vijfhuizen, has been chosen by HPP as home base for IFTF and IHTF, proves the potential of Expo Haarlemmermeer. Moreover the location is very close to where the FloraHolland Trade Fair, being held in the flower auction in Aalsmeer, takes place".

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Recycle Paper

DUTCH FLOWER GROUP IN AFRICA: TRANSPARENT PARTNERSHIP

For many years, Dutch Flower Group is active in Africa. Started in 2003 Dutch Flower Group (DFG) Kenya founded an office in Nairobi and worked towards stronger partnerships with growers in the Naivasha area. In the following years the company grew and for this, we want to update you about the background of Dutch Flower Group, philosophy and strategy.

Dutch Flower Group (DFG)

Two family companies in the trade of cut flowers, bouquets and plants joined forces in 1999. The family Van Duijn (Van Duijn Group) from the Westlands area and family Van Zijverden (OZ Group) from Aalsmeer in The Netherlands. Van Duijn Group was founded in 1969, OZ Group started in 1959. The merger in 1999 of the two family companies aimed for:

- Further professionalism in the industry
- Sharing know-how
- Co-operation on buying and sourcing
- Financial advantages

With the target to get a strategic position in the international horticultural business.



The Merger - Klaas van Zijverden, Jaco van Zijverden, Art van Duijn & Jaap van Duijn

In 1999 the Dutch Flower Group started her own foundation: Dutch Flower Foundation (DFF) to work on local projects to support local communities where the DFG companies source their flowers.

For more information: www.dfg.nl/dutch-flower-foundation.

Today

Dutch Flower Group today is a family of over 25 companies, acting world-wide in the trade of cut flowers, bouquets and plants. All of the companies have their own focus: segments and/or region.

Because of the set-up of the DFG structure, all companies are independently managed by their own management and focused on their customers and their growers. The DFG organization facilitates the companies on strategy, finance, marketing and legal policies and exists of a staff of 10 persons. The responsibility for DFG is with the Board of Directors, Marco van Zijverden (CEO), the son of the founder of OZ Group and Harry Brockhoff (CFO).

The companies are all individually managed and share the same values, which is visualized through the 'coat of arms' which the individual companies use in their communications: "making life colourful".



Marco Van Zijverden and
Harry Brockhoff



Some Facts

Dutch Flower Group companies today sell about 60 million stems of cut flowers, 5 million bouquets and 5 million plants a week. With this, the DFG is the largest trading company in horticulture world-wide.

The turnover of DFG in 2012 passed the € 1 billion end of the year and the market share in the export value of The Netherlands in horticulture is approx. 16%. The beautiful and fresh flowers, bouquets and plants are sold to over 60 countries world-wide and are sourced from 15 countries.

The DFG companies employ 1,850 people (FTE). As the Dutch Flower Group companies are focused on trading, production of flowers and plants, they are working closely together with growers to get the best product for the customer available and supply, aiming for long-term cooperation, to standards of consumers of our customers.

DFG in Africa

From the start of Dutch Flower Group's oldest 'member': OZ Group in 1959, sourcing special flowers, fillers and exotic flowers from Africa was one of the key elements in the differentiation those days. With offices in South-Africa, Zimbabwe and later Kenya, the Dutch Flower Group companies already played an important role to marketing (cut)flowers from Africa to customers all over the globe.

Today the changing customers, also have effected the organizational structure of the Dutch Flower Group marketing.

On the one hand we have larger supermarkets and multiple retailers (DIY stores, garden centers) and on the other we supply through our companies the importing wholesalers who distribute flowers and plants to florists and chains of flower shops.

To be able to organize this in an effective way, three groups of companies have been formed:

- Division Retail
- Division Wholesale
- Sourcing

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WHOLESALE FLOWERS



WHOLESALE & RETAIL PLANTS



SOURCING



Division Retail and partnerships

The group of about 7 DFG companies, in which Intergreen, Green Partners, Bloom, SuperFlora, Van Dijk Flora, Qualiflor, JZ Flowers and Greenex are known names to a lot of growers. These are the marketing companies in Europe catering for the larger retailers in the UK and Ireland, Germany, France, Scandinavia, Switzerland, Poland, The Netherlands, et cet.

The flowers that are sourced from growers are part of the s.c. "category" that the companies set-up with the retailers and are a mix of 'mono' bunches of flowers, mixed bouquets and arrangements. Those bouquets and arrangements are made to specification in the production facilities that are located close to the customers: such as in the UK.

Intergreen, SuperFlora, JZ Flowers and Green Partners have their own independent production locations throughout England and Ireland. This is to be able to be close to the distribution centers of the customers.

Today various strategic partnerships with customers and 'Grower Groups' are in place to work on long term growth on the retailer's shelf and to ensure sustainable business.

Sourcing for multiple retailers

It should not be a surprise that the requirements of the multiple retailers are high. On sustainable sourcing, but also on the quality standards and certifications (f.e. Fairtrade) that come with the professionalism in the industry. To take care of the quality process in the best way, to use the know-how of growers and to be able to supply the freshest cut flowers, local teams are present to coordinate sourcing (including the supply of sleeves, labels, flower food et cet), planning, handling and shipping as one supply chain. For multiple retailers, the marketing organisations have been named, but for the sourcing the local company in Kenya; Progress represents the long term contract, high value added companies. The team is based in Nairobi and they take care of the supply chain and local contacts with and selection of the growers. They do this on behalf of the marketing companies and their customers, the international retailers. Erik van Duijn is responsible for the Progress team.

Division Wholesale

As mentioned, these companies supply to importing wholesalers across the globe. Flowers send from The Netherlands to Western, Mid and Eastern Europe by truck but also airfreighted to countries like the USA, Asia (f.e. Japan). Companies in the Dutch Flower Group that are in Wholesale are: OZ Export, Hamifleurs, Holey, Premier & Blenheim and Ed de Groot Bloemenexport.

Sourcing for wholesale companies

The local Kenyan sourcing team for the wholesale companies in

Dutch Flower Group is FSA (Flower Sourcing Africa). FSA also sources in Kenya for Green Partners, Van Dijk Flora, Rose Connect, OZ Import and Flora Export South Africa. Jan Smit is taking care of this with his team.

To be able to also sell the African product to customers over the world direct, from 1st of January 2013 the company "Fresh From Source" has been founded.

The team sources from growers (via FSA) and sells direct to customers in the US, Australia, Asia and Eastern Europe. They pack at source to the customer demands and take care of all the requirements needed to get the flowers, together with partner growers, in the best quality directly to the importing wholesalers. Bruce Laver and Anna Nosareva are taking care of this locally in Nairobi.

Logistics and handling: Airflo

One of the most vital links of getting growers flowers to the customer, no organization knows this better than the Dutch Flower Group. It is for this reason that DFG has invested sizable amounts into making Airflo the best dedicated flower handling facility in Nairobi. Imtiaz Dada is the person responsible for Airflo Ltd.

The coordination of all the DFG activities in Kenya is in hands of Conrad Archer.

The end responsibility for Sourcing and Wholesale Divisions at DFG lies with Marco Vermeulen and the Retail Division with Henk Salome.

Dutch Flower Group's presence at IFTEX

To enable partner growers and other interested parties to touch base with the members of the teams mentioned, DFG is present at IFTEX in June. In the booth, D2.11, they welcome you to visit and to meet the Kenyan team.



Team DFG Kenya: from left to right Conrad Archer, Jan Smit, Erik Van Duijn and Imtiaz Dada

Together we are "making life colourful", so be part of our family and visit us at the IFTEX.

More information? www.dfg.nl

Plant Breeding and Plant Breeders' Rights

Plant breeding is the art and science of developing new, better performing and valuable plant varieties using existing ones. Novelty may include properties such as yield, quality, resistance to biotic and abiotic stresses, as well as attractive appearance as in ornamental crops among other desired traits. A breeder records progress if the material provided by plant genetic resources varies from the one he/she succeeds in selecting. Alternatively, the breeder must create this variation through cross breeding or genetic manipulation (for examples genetic engineering).

The plant Breeders Rights give the breeder the monopoly, as far as propagating material of his variety is concerned, to:

- a) Produce or reproduce (multiplication)
- b) Conditioning for the purpose of selling propagation materials
- c) Offering for sale
- d) Selling or other marketing activities
- e) Exporting
- f) Importing

No one is allowed to carry out any of the above activities without the express authorization subject to conditions and limitations. This authorization is normally given in instruments like licensing agreements and contracts to produce or market the variety. The agreements can either be a one-payment on purchase of planting material, or royalty is paid for example per unit of production such as per hectare, or per harvested material.

Every breeder will choose his preferred method. It should be pointed out that it is an offence to commercially exploit a variety without the express permission of the breeder. There are, however, exceptions to the Breeders Rights.

The rights do not extend to:

- a) Acts done privately and for non-commercial purposes.
- b) Acts for experimental purposes and
- c) Acts for the purpose of breeding other varieties.

Protected varieties are therefore available for breeding other varieties, so long as the resultant variety is distinct from the protected variety. These exceptions ensure that breeding is not hampered by protection. The non-commercial utilization

of the variety allows the so called 'farmers rights' which permit farmers to use or saving planting material of the protected variety. It must, however, be stressed that this is strictly for non-commercial utilization only.

Compulsory Licensing

Award of the Plant Breeders Rights is a contract between the breeders and users that the variety will be provided in adequate quantities. In a way, the State guarantees this through the grant. If the breeder fails to provide the variety in adequate quantities, then there is a possibility of authorizing a third party to undertake to provide this material through what is known as a "compulsory" licence, so long as the breeder's interest is taken care of.

A compulsory licence is only given if the breeder despite having been informed of the shortfall still does not correct it after a given period of time. The breeder is then adequately remunerated for use of his variety by the holder of the compulsory licence.

Additionally, any breeder awarded a grant of rights is required to maintain the variety in the true form as originally protected, at all times. Failure to do this can result in the revocation of the grant. Infringing the Breeders Rights is actionable at the suit of the holder of rights. He will be entitled to all such relief by way of damages, injunction and interdict or otherwise as available for other proprietary rights.

The role of the regulatory body is to provide evidence to the effect that the variety is duly protected and can be identified as the subject of infringement. It

is also a requirement that all applications for plant breeders rights, award of grant, cancellation or withdrawal of grants for rights, change in name among others, are published to bring to the attention of the public such information.

This allows for comments and objections to any of these acts, by the public or other interested parties. All stakeholders are therefore encouraged to examine the contents of such publications and make comments.

State of Plant Variety Protection in Kenya

The Plant Variety Protection Office was established in Kenya in 1997, and is governed by the Seeds and Plant Varieties Act, of 1972 (Cap 326) of the Laws of Kenya. This Act was revised in 1991, while the official regulations to guide the Variety Protection Services were gazetted in 1994. Given developments in plant breeding and the importance of agriculture in world trade, it is necessary to revise the Act to be in line with the present situation.

Since operationalization of the plant variety protection office, a number of applications had been received. Applications by local breeders constitute close to 45 per cent (mainly food and industrial crops) while the foreign applications (55 per cent) are mainly horticultural. Ornamental crops (floricultural) constitute the majority of all applications.

To-date, many grants have already been issued and more will be issued after some outstanding legal issues have been sorted out. The high number of local applications corresponded to increased awareness creation amongst the breeders.

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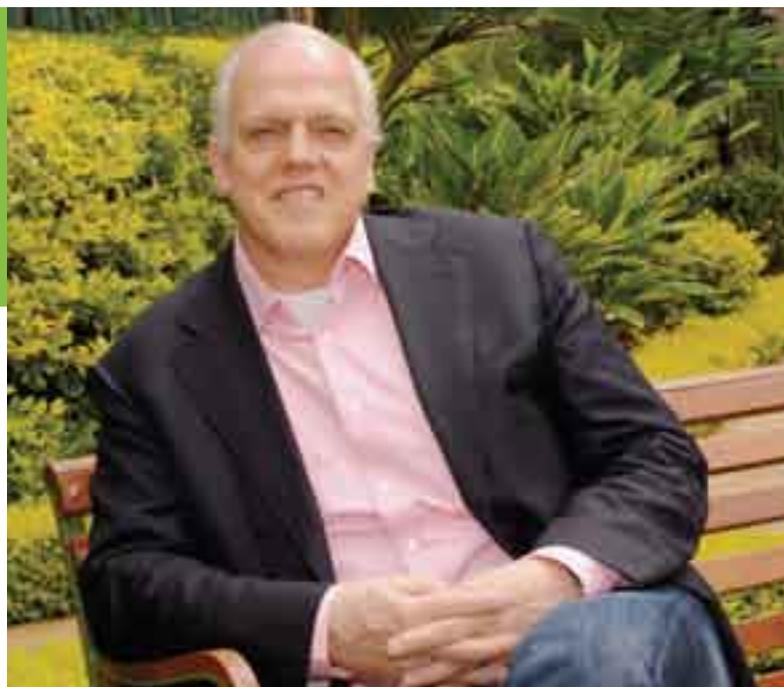
VISIT US AT OUR IFTEX STAND B.1.02

IFTEX is Back With A Boom

By Anthony Aisi.

International Floriculture Trade Expo, (IFTEX) Expo Kenya is in its second edition. The normal exhibition hall "sold out" sold out. This makes it the fastest growing Kenyan based African flower growers trade expo. The exhibition, will be held from Wednesday June 5 to Friday June 7.

As of this year growers from other African countries are invited, following the strategy to build the fair into the regional



flower growers trade exhibition.

South Africa is the first nation that has accepted the invite and will hook on to with a national South

African pavilion.

Buyers are expected to visit this year from literally all over the world. The importance

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of Kenyan flowers in the world floriculture industry not only guarantees the diversity of countries from where attending buyers will come from, but the quantity and quality of them as well. The exhibition is aimed at polishing international market outlook for the horticultural sector specifically flower industry.

Kenya being the lead in the export of flower from East African region, its prepared to take home to the world's biggest flower show overtaking Netherlands, Columbia, Russia, Japan and US.

"Our main aim is to promote and boost export from Kenyan soil, to bring buyers

and growers in one socializing hub for a period of three days, this will help the buyers from western destination to spend time with the growers and be able to interact physically.

Its estimated around 150 participants will be participating from Kenya and East Africa as a region" said Dick Raamsdonk, HPP exhibitions president. Dick also said that Kenya has to look for New markets such as Russia not only to depend to the existing market entities due to depreciation of the existing markets. This expo will merge players together to boost market e.g in US and Canada as their other suitable markets.

According to Jane Ngige, Chief Executive for Kenya Flower Council, Kenyan journey started in Miami for buyers to import Kenyan flower terming it as A-quality, however Jane argued that Kenya needs to streamline its standard to be able to demand for its returns. Mechanism to be put in place to grant Kenyan farmers enjoy their products.

Kenyan Government is implementing vision 2030, under the economic pillar, Agriculture plays a big role in the economy. "As Government agency our work is to develop promote, coordinate, regulating of horticultural products as well as guiding government policy." Dr. Alfred Sererm, Director Horticultural crops development authority.(HCDA).

Serem however said Government is looking for ways to minimize the cost of air freight to give room for exporters to transact business efficiently and effectively.

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...the best "bodies" in town...

Cultivating roses in Kenya with half the water

The United Nations proclaimed 2013 International Year for Water Cooperation, and March 22 was the annual World Water Day. This year's theme is "Water Cooperation". The Netherlands (including Wageningen UR) exports knowledge about water uses.

Wageningen UR Greenhouse Horticulture was an important contributor to a demonstrative project in Kenya within the programme Green Farming. Thanks to Dutch knowledge, roses can now be grown with less than half the normal amount of water and nutrients. Outside of the Netherlands, water efficiency is highly important and fertilisation costs play a major role. And in some places, emission of drain water with fertiliser is a source of

pollution. Hence, agricultural missions to countries like China, Saudi Arabia, Ethiopia and Kenya increasingly lead to Dutch expertise in the field of water storage and re-use of water being used.

For several years, a consortium of Dutch greenhouse builders and farmers has been working together on sustainable farming systems with local partners in Kenya and Ethiopia. During this Green Farming programme, a demonstration area of 15,000 m2 was built in Kenya and equipped to capture rainwater and reuse drainage water.

In the basins, a huge bag protects the water from germs blowing in. There is a purification installation that pre-treats the groundwater. All these measures use half the amount of water and fertilisers, and provide the system with fifteen percent more yield.

To make sure that these applications can be used in other regions, researchers

from Wageningen UR Greenhouse Horticulture, together with students from the Jomo Kenyatta University of Agriculture and Technology, gather hard data. Local officials are being convinced of the advantages of the techniques used.

Chris Blok, a researcher at Wageningen UR Greenhouse Horticulture, concluded that the site in Kenya will need larger basins than in the Netherlands because the region has a long drought period.

This should not be a problem as land is cheaper in Kenya. It is also possible to dig deeper than in the Netherlands because the groundwater level is lower. The intensity of the sun does mean that more expensive UV-light resistant foil is needed for the basin.

Source: Wageningen University

Kenya Airways extends its cargo fleet

Kenya Airways Cargo has received its first fully-owned freighter to tap into growing trade volumes in Africa and strengthen its freight business as a part of the airline's capacity optimisation programme.

The B737-300 freighter is the first of four passenger aircraft, owned by the airline, which were identified for conversion by the airline in October last year. It will operate in eastern, central, and southern Africa. Planned destinations include: Juba, Luanda, Bangui, Douala, Yaoundé, Kigali, Entebbe, Dar-es-Salaam, Kinshasa and Bujumbura,

amongst others.

The new freighter will help to capitalise on a burgeoning African cargo business as the airline seeks to satisfy a surge in demand for cargo services in some of the regional routes where it operates the much smaller Embraer jets which have less cargo capacity.

"It will be a perfect addition to our fleet," says chief executive Titus Naikuni. "This freighter will go a long way into giving us a larger share of the growing cargo trade segment across the regions we operate in, as well as increasing our revenue from cargo services – which has a significant impact on our business," he adds.

Kenya Airways plans to have 12 freighters

in its fleet by 2022. Deployment of the converted freighter is expected to capitalise on the growth of traffic flows from China to other African points. "It's a perfect business solution for the in-feed, de-feed capacity mismatch."

The conversion involved extensive structural work that included strengthening the floor, a main-deck loading system, reinforced frames and a cargo door cut-out to accommodate larger pallets and containers.

The converted freighters will offer a 10-pallet format instead of the usual nine on such aircraft.

Source: Aircargo News

Ciccolella Holding and Florimex Bankruptcy Affect Other Businesses Down the Line



The bankruptcy of Ciccolella and Florimex marks the end of yet another wholesale giant in the Netherlands. The bankrupt of the two large players in the European flower and plant trade with a turnover of millions affected businesses even outside Europe. Speaking to a former Kenyan employee for one of the two he said, "the impact has trickled down to Kenya and affected two of us".

The collapse of Florimex a reputed multi-business conglomerate, which employed 300 people, raised fears over their creditors among which are suppliers, who in March were forced to take huge up losses following the Ciccolella drama.

Meanwhile, the Florimex bankruptcy has a long-lasting effect on other businesses down the line. FloraHolland, for example,

provided a two-week line of credit via its intermediary service FloraHolland Connect and finds itself with 26,000m2 of empty building (the former headquarters of Blumex, which filed for bankruptcy in 2008), which adds to the abandoned Ciccolella offices.

There is no need to explain how the economic downturn slowly changes the VBA-Zuid business park, an area built during the auction's boom years where bustling business was supposed to move forward, into a ghost town with empty offices. The fact is, that the auction earns more money with real estate than with flowers and perhaps it is time for FloraHolland to review its commercial strategy.

Started in 1925 in Nuremberg, Germany, Florimex expanded rapidly following

the Second World War and was soon to become one of the most important players in the international flower trade during the 1980s. For years, Florimex and Zurel (founded in 1905) had been each other's biggest competitor, engaging in a constant battle for the number one position.

Within two months, both companies have collapsed and an era is forever gone: Zurel as a division of the Ciccolella group and Florimex under the umbrella of the Florimex Group. All other divisions of the Florimex Group, Starkenburg, Baardse, Florimex Greens, Sierafor and Disva (which was only recently taken over from the bankrupt Ciccolella) have closed their doors too.

Flower wholesaler Starkenburg was traditionally strong on the English market, while Baardse was one of the biggest wholesale companies of flowers and plants in the Netherlands. Acquired by Dirbrell Brothers, the company was later integrated into the German wholesaler Florimex, also taken over by Dibrell in the 1980s. Sierafor, a leading supplier of flower bouquets for super market chains was acquired in the 1990s and added to the Florimex Group.

Florimex Greens was one of the pioneers in the trade for bouquet fillers and greens. This well-known and widely respected company was the first to announce its foreclosure a few weeks ago when suppliers in Central America refused to send new shipments

after their invoices remained unpaid.

Sierafor has always been a very profitable company specialising in bouquets for German supermarkets. In autumn 2012, however, Sierafor was stuck in a fight with labour unions who opposed the fact that Dutch employees were being replaced by Polish contract workers. Eventually, the fall of Florimex also affected this once very financially healthy company, which faced severe losses on their cut tulip growing contracts with the retailing industry.

This spring, bouquet makers, such as Sierafor, signed tulip contracts with supermarket chains for prices ranging between 11 and 12 cents. Due to the cold weather at the start of the year there were

not enough tulips to meet the orders and the companies were forced to purchase extra tulips at the auction clock. And on some days prices for cut tulips went sky high, rising to up to 20 cent per stem. It didn't take a lot to realise that these million stem orders with Aldi, Lidl, Migros, Carrefour and Tesco caused mega losses on a daily basis in the first three months of this year. In March, the average tulip price at the auction was around 15 cents and even today the prices are far above the contract prices agreed suppliers and retail chains.

In 2005, the Florimex Group was taken over by Bencis, a Dutch private equity company. Last week, Bencis stopped financing the losses of the Florimex Group, after that

the bank also withdrew. The company decided to file for bankruptcy on Tuesday April 9. Florimex was the last survivor of the big wholesale companies from the good old days. Maanen and van Mantel went bankrupt in the 1980s and Florimex, which was the last remaining, has now 33 years later, also closed its doors.

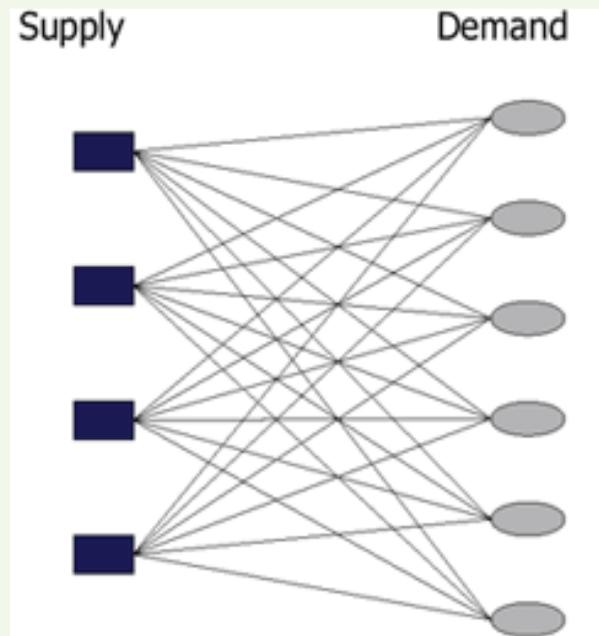
In 2008, the entire German wholesale department of Florimex including seventeen cash and carry stores in Germany, the Kelsterbach facility, the Herongen branch, the Vienna cash and carry market and the transport division Baardse Transport were sold to the Herongen based company Straelener Blumenhandel and Dänners. These companies are not included in the Florimex bankruptcy.



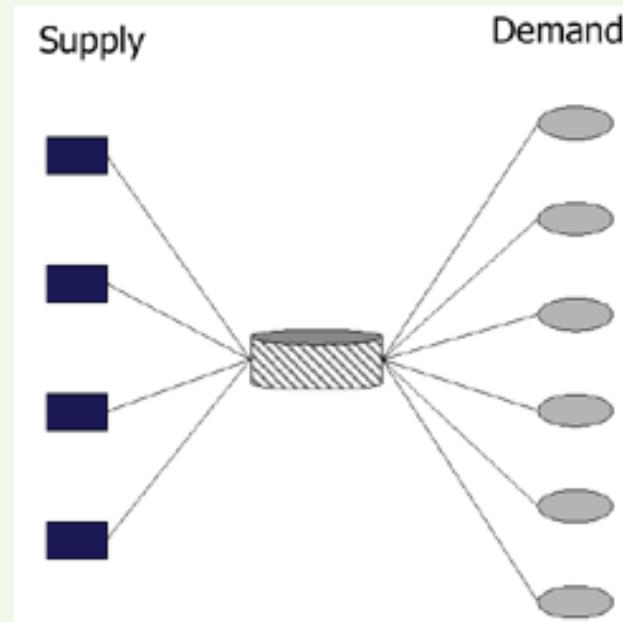
What are Trade Fairs?

Trade fairs are time- and (often) sector-defined marketing events at which the fundamental products and innovations of an industry or sector are exhibited by a variety of companies referred to as exhibitors and which are targeted at interested buyers and industry participants- the visitors. These trade fairs are usually organised by government, chambers, industry associations, or by specialised exhibition companies.

Trade fairs represent a real-time, interactive environment bringing together supply and demand in a certain industry. They promote the formation and growth of markets and market segments and one can distinguish three economic functions of trade fairs, namely the exchange of goods, the sharing of information and the promotion of products and organisations. The figures below show how trade fairs facilitate the exchange process.



Situation without trade fairs



Using trade fairs

Trade fairs come in different forms

Trade fairs differ markedly from one another. Some are specialised; others general. Some have an industry focus; others have a consumer focus. Some are local; others international. Some are aimed at buyers; others at sellers. The table below provides a broad classification of trade fairs.

Characteristics	Type of trade fair
Origin of participants	Local, regional, national or international trade fairs
Range of goods offered	Universal/general, special interest or industry-specific
Type of goods	Consumer goods or industrial goods
Involved associations	Chambers, governments, international organisations, industry associations, specialised exhibitions firms
Direction of Sales	Import/buying or export/selling
Principal Task	Exchange, information or promotion

Opportunities and challenges for participants

Trade fairs offer participants both opportunities and challenges. These are:

Opportunities for participants

- Gaining a quick overview of the market place
- Fairs help to reduce uncertainty about an unknown market
- Building business contacts and an impression of potential business partners
- Being in the centre of public interest
- Fairs represent a powerful marketing instrument to promote even complex products and services

Challenges for participants

- Choosing the "right" events and locations for participation
- Increasing geographic distance leads to an increase in logistic complexity
- The cost attached to event-specific brochures, staff, stand design etc.
- Defining clear objectives regarding the participation

Trade Fairs and Marketing

Trade fairs are classified as a form of sales promotion – a sub-category of marketing promotion. They enable companies to undertake market(ing) research and to promote themselves. Some trade fairs even allow companies to sell their products, thereby helping to generate sales. They permit you to advertise your products and to generate positive publicity for both your company and its offerings.

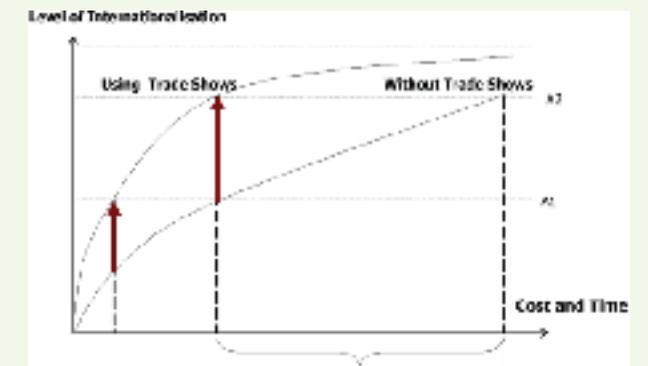
It is also a forum where you can make contact with potential customers and to sell to them on a face-to-face basis (linking personal selling to direct marketing). A trade fair is like a shopping mall; a one-stop-shop where you can buy everything that you need at home. It enables you to do all of your marketing compressed into a short time-frame and single venue.

We Strongly Recommend Trade Fairs

Floriculture is confident that international trade fairs are one of the best marketing channels available to the South African exporter. A trade fair represents a one-stop-shop where industry buyers and sellers come together for a few days to show what they have, to see what is available and to do business. There is no other business channel that provides such an intense

marketing forum as a trade exhibition.

The figure below illustrates the fact that trade fairs facilitate and speed up foreign market-entry strategies



Increase in costs and time needed to reach the same level of internationalisation

Trade fairs are not for everyone

Unfortunately, trade fairs are not for every exporter. It may be that there is no suitable trade fair for your particular industry in a specific country. Trade fairs are quite costly and may be beyond your financial capabilities (perhaps you should attend the fair not as an exhibitor but as a participant).

Source: Rowena Arzt – April 27th, 2006 – Deutsch-Polnisches Wirtschaftsforum



3

Megaprode Lock[®]

52.5%WP

FUNGICIDE

Insist on Megaprode Lock, For a Better Value

What is Megaprode Lock 52.5%WP (Carbendazim 350g/kg + Iprodione 175g/kg)?

MEGAPRODE LOCK 52.5%WP is a new fungicide with two different modes of action for control of botrytis on roses, early blight on tomato and anthracnose and angular leaf spot on French beans.

Megaprode Lock[®] 52.5%WP is a contact protective and curative fungicide containing Iprodione 175g/kg and Carbendazim 350g/kg for control of fungal diseases as Botrytis, Sclerotinia, Alternaria, Early Blight, Anthracnose and Leaf spots in wide range of crops as Roses, Carnation, cereals, fruit trees, berry fruit, rice, vegetables (French beans, Tomatoes, Capsicum, peas etc) as a foliar spray.

Megaprode Lock 52.5%WP fungicide provides unmatched tremendous value in the fight against foliar and soil-borne diseases in commercial greenhouses and nurseries, landscaping and forestry. It prevents key leaf spot diseases: Botrytis, Cylindrocladium blight and wilt, and Rhizoctonia stem and root rot. Other diseases controlled include Corticium, Fusarium, Helminthosporium, Phoma, Rhizoctonia, Typhula spp, anthracnose and leaf spots.

Advantages of Megaprode Lock 52.5%WP

- Provides cost-effective disease control with Iprodione combined with Carbendazim, proven active ingredients for ornamentals.
- Has shown excellent crop safety on most ornamentals
- Controls key foliar and soil-borne ornamental diseases, including leaf spots, Botrytis blight and Rhizoctonia stem and root rot.

Some of Diseases Controlled

- Aerial Web Blight - Rhizoctonia spp.
- Alternaria Leaf Blight - Alternaria euphorbiae
- Botrytis Blight - Botrytis spp.
- Cylindrocladium Blight and Wilt - Cylindrocladium scoparium
- Fusarium Leaf Spot - Fusarium moniliforme
- Helminthosporium Leaf Spot - Helminthosporium spp.
- Rhizoctonia Stem and Root Rot - Rhizoctonia spp.
- Rots - Botrytis spp., Fusarium oxysporum

Mode of Action:

Iprodione: Contact fungicide with protective and curative action.

It Inhibits germination of spores and growth of fungal mycelium – thus affecting cell division, DNA and RNA synthesis and metabolism.

4

Megaprode Lock[®]

52.5%WP

Carbendazim: Contact and systemic fungicide with protective and curative action.

After application, Carbendazim is quickly absorbed by the green plant tissue as well as by roots. When applied before infection, it kills the germination spores and thus prevents the outbreak of disease – this is called a preventive action. When applied after the infection has already started, it attacks the developing mycelium and arrests its spreading by suppression of sporulation - this is called a curative action.

Behavior in Plant: Acts as a local penetrant.

PRE-HARVEST INTERVAL: Tomato: 7 days, French beans: 14 days.

REI: once pesticide spray has dried

Keys to Success

Crop	Diseases	Rate
Roses	Botrytis	1.0-1.5 kg/ha
Tomato	Early blight	0.75 kg/ha (15g/20Lt)
French beans	Anthracnose, angular leaf spot	0.75 kg/ha (15g/20Lt)

Apply foliar spray solution to runoff or undertake drenching. Preventive or early curative applications are most effective. Do not prepare more solution than can be used within 12 hours. A spreader sticker is included in the formulation. Application of Megaprode Lock 52.5%WP at higher rates and shorter intervals are appropriate for all diseases when conditions are severe. Applications of lower rates and longer intervals are suggested for times when disease pressure is light to moderate.

Crop Phytotoxicity

Megaprode Lock 52.5%WP has shown excellent crop safety in a number of research trials. Users should conduct small-scale tests under local growing conditions prior to wide-scale use.

Formulation: 52.5%WP

Packaging: 1kg

Active Ingredient: Iprodione + Carbendazim

Chemical Family: Dicarboxamide + Benzimidazole

Twiga Unveils Two Products

Advancing at a slow but steady pace with inclusion of new molecules, Twiga chemicals industries Ltd treated flower growers into a double addition in their spray program. In a colourful ceremony held at a Naivasha hotel and witnessed by growers and other stakeholders, TWIGA®- AZ and Fantic® M were unveiled. "Today is a great opportunity to share with you the progress Twiga Chemicals has made in solving your disease problems". Said Mr. Patrick Amuyunzu.

The first, Twiga®- AZ is a broad-spectrum contact and systemic fungicide for the control of botrytis, rust and downy mildew in roses, carnations and statice, and rush, ascochyta, anthracnose, powdery mildew and botrytis in peas and green beans. And the second, Fantic® M is a broad spectrum fungicide with systemic and contact mode of action for the control of early and late blight in tomatoes and potatoes, and downy mildew & botrytis in onions and downy mildew in roses.

TWIGA®- AZ 250g/l Azoxystrobin

TWIGA®- AZ possesses a novel biochemical mode of action.

Azoxystrobin has the following properties:-

Inhibits spore germination and the early stages of fungal development – this confers excellent protection against invasion by fungal pathogens. It is also active against post-germination stages of pathogens in a broad range of fungal species.

In addition, it Confers anti- sporulant activity against a wide range of diseases and demonstrates translaminal movement and shows outstanding persistence. For optimal results, it is recommended that azoxystrobin be applied early in the disease cycle. This enables maximum advantage to be derived from the powerful combination of activity against spore germination and mycelial growth.

Main Product Benefits

- Based on naturally occurring fungicides, strobilurins
- Is active against spore germination, mycelial growth and sporulation
- Exhibits preventive, curative and eradicator activity on fungal diseases
- Modern, broad spectrum for a broad range of crops
- Highly effective at low dosage rate
- Novel mode of action

FANTIC® M 4-65 WG

FANTIC M is systemic and is absorbed by various green organs of the plant (leaves, branches, bunches) and translocated throughout the plant including new growth areas.

The systemic effect of FANTIC M translocates through the sap to

the new shoots without, however, accumulating in their distal ends. It has an intracellular spreading that ensures a regular and uniform distribution within the organs to be protected (Leaves and fruits).

Liposolubility:

This ensures quick absorption into the cuticle, granting optimal rainfastness and providing a slow release of the active ingredient inside the plant tissues. The part on the outside sticks to the cuticle wax forming a reserve of active substance that will not wash away and that gradually enters inside the plant reaching its maximum concentration about 3 days after treatment.

Hydrosolubility:

It favours transport through the water ways (Sap and intercellular liquids) towards the distal parts, including newly formed shoots. The kinetics of the penetration, transport, and redistribution of Fantic M to all organs of the plant ensures optimal distribution, without the product accumulating at the distal ends.

Rain Fastness:

After application/ spraying, Fantic M provides a good protection if a rain event happens 4-6 hours after application. In case of heavy rains, the recommendation is to shorten the interval between the applications subject to the rain event and the subsequent one.

Application:

It is advisable to apply at the season's start when vegetation is at an early stage of development. This will maintain a low level of disease pressure, while waiting for the most critical growth period of the crop. Applications of the systemic product should be used to protect the most critical phases: from the on-set of blooming to the start of fruit-set, thus ensuring healthy formation of bunches.

Benefits

The characteristics of Fantic M enable it to offer numerous advantages namely:

Market biological activity: Fantic M has efficacy at low doses with excellent preventive and curative action fast/ immediate action. It has a long-lasting preventive activity:

Original mechanism of action: It has both systemic inhibition of pathogen inside the plant and contact action, by disrupting the membranes of the zoospores

Even distribution in the plant: Once sprayed, it has rapid penetration and uniform distribution throughout the plant, with particular protection of the bunches and rain Fastness.

Synergistic action with contact fungicides: It has efficacy on all strains of mildew and secondary efficacy on other fungal diseases

Favourable effect on resistance of mildew: It has lighter impact of selection of resistant strains maintenance of efficacy over time.

Pictures tell the story as Twiga Launches New Products (Fantic and Twiga-AZ)



Flower growers who attended Nairobi launch at Intercontinental Hotel Nairobi



D. Kiriimi, Sales & Marketing Manager Address Flower growers at Simba Lodge



P. Amuyunzu, Business Dev. Manager presenting Fantic to Ms Mary Opisa of Finlay flowers and Twiga AZ to S. Musyoka of Oserian.



Clement and Kakai taking Dr. Wright of Min. of Agric. through the new products



Patrick Amuyunzu, Ms Philomena of PJ Dave Flower, Mr. Ramamurthy, MD- Twiga and Mr. Rajat of Desire Flora during the launch in Nairobi at Intercontinental Hotel



Patrick addressing Flower growers at Simba Lodge during Fantic Launch



Kakai of Twiga giving out gift packs to Flower growers who attended the Launch at Sportman Arms Hotel in Nanyuki



Mr. Chandrakant of Liki River - Longonot Division During Fantic launch at Simba Lodge - Naivasha

LUNA[®] SENSATION: A NEW AND UNIQUE CHEMICAL CLASS OF FUNGICIDES

Fluopyram 250g and Trifloxystrobin 250g per litre
Suspension concentrate (SC) Formulation

MODE OF ACTION

Luna[®] Sensation belongs to a new and unique chemical class of fungicides- pyridinyl ethyl benzamide and strobilurins. It differs from other fungicides in its chemistry and in the spectrum of diseases it controls.

Fluopyram mode of action is as a SDHI (succinate dehydrogenase inhibitor), blocking the energy production in the cells of the fungus. Trifloxystrobin is a respiratory inhibitor, interrupting the electron transfer within the mitochondria of fungal cells.

Luna[®] Sensation inhibits disease development at multiple stages from spore germination to sporulation. It inhibits spore germination, germ tube elongation, mycelia growth and sporulation in the pathogen life cycle. It combines the contact, mesostemic and translaminar properties of Trifloxystrobin and the systemic and translaminar properties of Fluopyram.

WHY LUNA[®] SENSATION?

Luna[®] sensation offers a new way to protect flowers from disease as well as resistance management. Luna[®] Sensation has a unique chemistry and systemic mode of action that provides unprecedented control of powdery mildew and botrytis diseases to help growers deliver the best possible flowers.

Luna[®] Sensation has excellent protection at low dose rates and has a favorable ecotoxicological profile.

Luna[®] Sensation controls powdery mildew, botrytis and postharvest diseases, giving excellent control of powdery mildew and botrytis.

Luna[®] Sensation helps growers deliver high quality flowers at harvest and in postharvest by protecting against powdery mildew and botrytis diseases.

PRODUCT KEY BENEFITS

Exceptional Efficacy - During the three season trial period, Luna[®] sensation, provided superior powdery mildew disease control and management on roses than the current market standards

Systemic Movement - Uniform uptake after application enables Luna[®] to enter the buds, blooms and new tissue where disease hides.

New Chemistry - Novel active ingredient and duo mode action works to continue controlling fungal strains.

Extended protection - Demonstrated improvements in plant health and on flower quality and vase life.

Resistance Management - Luna[®] Sensation provides superior disease management as well as useful tool for preventing and managing fungicide resistance.

Compatibility with Beneficials - Luna[®] Sensation is safe to beneficial arthropods. Luna[®] Sensation was found to be compatible with IPM programs when used with phytoseiulus persimilis and other biological control agents.

Quality of flowers - Luna[®] Sensation helps to keep crops disease-free and ensures that the flower's high quality will be maintained through storage and transport.

RE-ENTRY PERIOD: 6 HRS (WHO CLASS III)

As a general rule, treated areas should not be entered before spray deposits on the leaf surface have dried, unless protective clothing is worn.

Relaxed and loving life!



Bayer CropScience is proud to present you with an outstanding new fungicide, whose unparalleled efficacy on problematic diseases leads to:

- Improved flower quality
- Longer vase-life
- Improved storability
- Increased marketability

Manager of the Month

Being on top of your game is key to being successful in business. But when trading internationally, there is an additional factor that is at play: cultural differences. Understanding these cultural differences can have a serious impact on business and may be the deciding factor for signing or losing a deal.

Damien Viollet knows well about such pitfalls. As a Frenchman working for a German company doing business in East Africa, he is at the coalface of juggling multiple, fundamentally different cultures. While Damien grew up in France, he has also lived in Germany in his adulthood and had to quickly learn that, for better or for worse, many stereotypes of the two nations contain an element of truth. And knowing how to handle them can open many doors. "The business environments in Germany and African countries are also completely different", explains Mr. Damien, who first landed in East Africa 12 months ago.

Landing with a wealth of experience backed with technical knowhow, he had some tough lessons to learn right from the start.



He invested himself heavily in getting to know his customers and their needs, in understanding the Bayer team and appreciating local cultural dynamics. The 46 year old Genetics and Molecular scientist is a 'people person' and has thrived on establishing relationships and building trust across the agricultural sector in his early days. He has also created positive relations with colleagues at Bayer CropScience.

Briefly discuss Damien Viollet (background and country head BCS East Africa)

"Slowly and steadily I've made my way up for the last 20 years at Bayer CropScience, bringing together scientific understanding with business strengths and marketing expertise. Over the years I've held a variety of positions in different parts of the organisation and have worked with a broad range of people with different cultural backgrounds and varying levels of seniority. In doing so I've acquired a deep understanding of the strengths of Bayer CropScience. This is what I bring to East Africa," said Mr. Damien.

Mr. Damien's roots are scientific. He holds diploma in crop protection from the most prestigious higher education establishment for agriculture in France, the Ecole Nationale Supérieure d'Horticulture, and a Masters in Genetics and Molecular Biology. His technical expertise focuses largely on crop protection and seeds.

Mr. Damien joined BCS East Africa in May 2012 following a five year assignment at Bayer's global HQ in Germany where he successfully led the team that launched globally Bayer's latest cereal fungicide blockbuster. In East Africa, Mr. Damien confronts the unique challenges of six key countries namely; Kenya, Tanzania, Uganda, Ethiopia, Rwanda and Burundi. "It is a good mix of cultures and experiences," said Mr. Damien who has travelled extensively in his first year in the region.

How would you describe your first year as the Head BCS East Africa? Are you passionate about what you do?

"I remember very well May 2012 when I first arrived in Kenya. It was my first visit to Africa and I did not know what to expect; I kept an open-mind. But today, I can sit back and honestly say I have enjoyed every bit of my stay so far. It has been an intensive but extremely motivating first 12 months.

"My priorities have been to get on the road and meet as many customers as possible (from small scale farmers to our major customers) and to understand the individual members of my team, their ambitions and interests, and to learn as much as possible about the local environment from them.

"There are two things that I have found completely compelling in Kenya: the diverse range of crops and the Kenyan Highlands where farming conditions are easily comparable to the best in Europe."

What is your vision for BCS? What are your top priorities?

Bayer's mission in any market in the world is to provide 'Science for a Better Life' and this is my vision for BCS. Specifically in Kenya



and in CropScience, sustainability is at the top of our agenda to counter the challenges of securing food supply. 80% of the population in Kenya lives in rural areas and draws its income from agriculture but there is limited arable land at their disposal. Our priorities are therefore to provide innovative solutions and new ideas that will extend Kenya's agricultural potential in a sustainable way.

In a nutshell describe Bayer CropScience products and services to the farmers

"In German culture, the quality of the product is paramount. And like many other Germany companies, Bayer is an innovative company that focuses on providing high quality, break-through technologies to the farming community.

"We focus on providing more than just high performing product to farmers; ours is a different mentality or approach. We seek to create long-term 'win:win' partnerships that create value for all. We are incredibly accurate. Our business culture is about understanding our customers and carefully planning to their specific needs and then sticking to our plans. This approach ensures a very personal touch for our customers.

Briefly discuss the BCS team

"It is probably the greatest and most inspirational any manager would wish to have. The team is comprised of only Kenyans, except for me, and is highly experienced with deep knowledge of the organisation. The management team has been working together for many years (more than 10 years) and they understand each other very well. But it doesn't end there.

"More broadly, they have a 'let's-get-down-to-business' mentality and are open to new ideas which is an asset to the organisation. To crown them, integrity is very important. If they promise something, they keep that promise. The team would do anything to keep our customers satisfied.

For the last one year we have seen a more aggressive BCS launching four products with the last, Luna Sensation, described as new and unique, what can you attribute this to?

"It is not gainsaying to state that within the agri-chemical industry, BCS has one of the most significant innovation pipelines. And unlike before, we are now focused on bringing break-through technologies to the Kenyan market as quickly as we are able and to the benefit of the agricultural community. Luna Sensation is a prime example of this approach. Along with the US and Europe, Kenya is one of the early markets to access this new chemistry.

In our last discussion you hinted that you're looking to expand into Biologicals and Seeds, what are the factors that you're considering in making that choice?

"In this kind of business, sustainability is a key factor. We have the possibility to alternate agro-chemicals and biologicals to drive a sustainable intensification of agriculture - helping to raise both productivity and environmental compatibility. We believe in 'sale, stay and participate' not 'sale and go'. We are part of the community and we must ensure sustainability. The seed line is in synergy with the BCS approach of 'seed to shelf' which is one way of creating value solutions.

Where do you think the most significant growth will occur in the company in the next few years? What new competition are you expecting then?

"In Kenya, we foresee massive growth and development of small scale farmers that will have to provide more food for a growing population. The Kenyan market is set for faster growth than more established markets and regions such as Europe. As a result, more and more players are seeking to enter or re-enter the market after a period of absence. This will create a dynamic environment where expertise and proximity will be critical.

What's the biggest challenge YOU feel your company faces, and how do you inspire your employees to meet it head on?

"Diversity. Bayer has long been a champion of diversity but this has been a little slower in BCS East Africa (in the areas of gender, age and diverse backgrounds for example) although we are making encouraging progress specifically in gender diversity. It may be a little slow but I firmly believe diversity will help our business in the long-term and I'll continue my focus in this area.

Where do you see the agrochemical sector globally in the next 5 and 10 years from now? How are you prepared for this change in the industry?

"We are set to see broadening solutions for farmers: from pure chemical formulations (synthetic) to solutions based on living organisms (biologics, bio-fertilisers and seeds).

What is your personal work ethic, and how does this affect the company culture?

"I have come to understand different business cultures. Germany's famous virtue, punctuality, collides with the African thinking that good things take time and making someone wait is a sign of authority. I have come to understand this and I treat people fairly and with respect. "I'm passionate about business. I like to

challenge the status quo and take calculated risks, but also to roll-up my sleeves to get down to the 'nitty gritty'. This sits well with Bayer's corporate culture and values that are summarised by the term LIFE (Leadership, Integrity, Flexibility and Efficiency).

What decisions have you made in your career that you look back on with pride and what have you learned from them?

"I wouldn't cite any specific decisions. Instead I believe that each day brings new learnings. Every single time I meet a customer, I learn something new. I've learned that to be open-minded is essential to doing good business.

Discuss the most pivotal moments in your career that you either learned from and/or that got you where you are?

"In all honesty, I've only had two pivotal moments in my career life. The first was the transition from France to international. The second was the transition from technical to business. However, both transitions have always been positive in my life.

Describe your ordinary day? Do you have enough personal time?

"My typical day involves contact (either in person or by phone) with members of my management team to ensure we're dealing with business priorities. In the space of a few hours I can cover a diverse range of topics that relate to our work environment: from regulatory to technical development, finance, supply chain, sales and marketing. "When I'm in the office I have an open door policy which employees take full advantage of. Whenever I can, I get out on the road to meet with customers.

"I try to reserve some time at the end of the day to liaise with colleagues across the organisation. With my counterparts in Africa, we regularly exchange, but developing our business also means talking with colleagues in Europe, the US and Asia. I have less and less personal time but my family is very understanding and supportive.

Give your final comments

After many years working with Bayer CropScience and in the field of agriculture, I can get to the heart of farmers issues and offer sound advice on specific problems. Through business partnerships, my team and I bring very specific Bayer CropScience values and these can be summed up as competence (we have some of the best products available with good after sales), preparedness (to find ways to deliver solutions to even the most difficult of customer needs) and delivery on time (perhaps this comes from our Germanic origins, but we also recognise today this is an important quality that farmers need to know that they can trust in their business partner of choice).

Thanks For your time



The Challenge of Attracting Capital to African Agriculture

The Initiative for Global Development (IGD) frontier leader, Riaz Currimjee, is the founding partner and managing director of Surya Capital Limited, an investment and advisory firm focused on private equity investment opportunities in Africa. IGD manager, Allison Spector, recently spoke with Currimjee about the current landscape for African agribusiness investment, including challenges and opportunities for socially-driven investors and companies looking to measure their impact.

As private and public investment in the African agriculture sector continues to grow, what are some of the barriers African companies face in accessing this pool of capital?

At present, the key constraints are adequacy and scalability of business models and suitability for growth capital, which can then catalyse these abstract commitments into capital deployment. The challenge – and the main reason that this pool of capital has not been invested – is that there are actually not that many concrete opportunities for investment in the sector.

You have a lot of small-scale impact investing in agriculture – of the US\$1-2 million size where organisations like the Acumen Fund focus – but not many of the scale such as ETG Group, which secured a \$210 million investment from a consortium of investors including The Carlyle Group.

If you look at basic agriculture, most of Africa, outside of South Africa, Zambia and Zimbabwe, is still dominated by smallholder farmers, or the operations that do exist, such as the Kenyan horticulture firms, are for the export markets.

So while there are many laudable initiatives to support smallholder farmers, these have not generated significant capital inflow into the agribusiness sector because we believe



Floriculture is an high intensive capital investment business.

that there simply aren't enough agribusinesses out there with solid business models supported by commercially viable business plans.

Based on your experience, do you think there is a gap between the investors' criteria and expectations and the on-the-ground realities?

There is a disconnect between what investors are looking for and what kinds of investments are available. When you look across Africa, the reality is that most of the deals are going to be greenfield or very early stage. A lot of investors are looking for brownfield, or existing businesses with track records, and that is where the big mismatch comes up.

How can these discrepancies be reconciled?

It will require change from both the supply and demand sides. On the supply side, investors looking at African agriculture have to be ready for greenfield, start-up operations. If they're not, they will have a

difficult time finding investments. From the demand perspective, companies need to build capacity and scalability within their operations.

This is a good role for foundations and government-related programmes providing technical assistance. It all goes back to realities on the ground. All these global pools of capital raised in New York and London actually know very little about the realities of the African market. They are looking for 100,000 hectare farms, but those are not feasible or available.

What investment trends do you see within the African agriculture sector?

There is a heightened focus on the intent of a business – is it agriculture for export or for local markets? What is more and more attractive is agriculture in Africa for local markets. Food and agriculture are linked. If you look at vegetable production in Tanzania, there is not a single business that is producing high-quality, reliable vegetables for the domestic economy.

You have a growing hospitality industry and a growing middle class that has no access to vegetables other than those provided by smallholder farmers. There is a real

opportunity to build a business in order to serve the growing local market. Or poultry for that matter.

You maintain a unique position within the space, working with impact investors and socially-conscious investors, as well as with African companies. What role does impact play in those relationships, and how do you work with African companies on impact measurement?

Although Surya Capital does not have an impact agenda, from a personal value basis we tend to be most attracted to opportunities that have impact. From an opportunity standpoint, there are great investable businesses within the education, food and agriculture sectors, and in other sectors such as energy, healthcare or insurance.

Recognising their potential, we develop these deals, many of which we believe will have significant impact. For three of the deals we are looking at – one in education, one in agriculture, and one in waste-to-energy – we would be very interested in exploring whether we can realistically develop a genuine impact story around them. Ultimately if a deal meets impact criteria and doesn't require drastic changes to the business model or strategy, then it is in our interest and in the interest of the business to facilitate its attainment of impact criteria. If it does meet specific criteria we can then socialise the deal with impact investors.

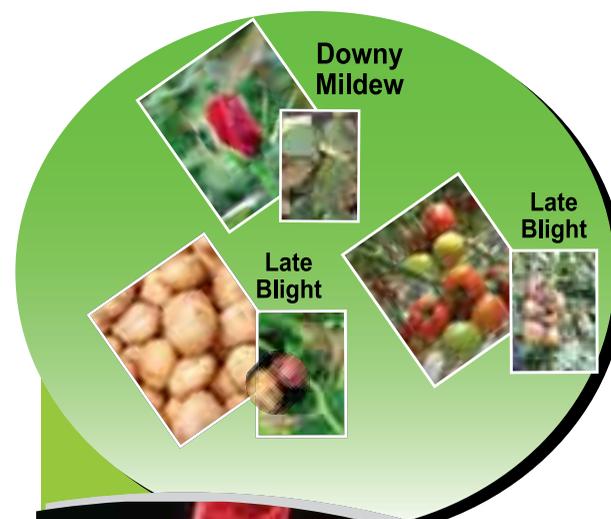
Why do you think African companies that are having impact haven't started measuring it or don't articulate it when they are seeking investment?

It's a matter of available resources. If you are an SME businessman, driven by profits, and don't have the bandwidth or time and resources to meet different criteria, why would you do it? In order to increase uptake and usage the case has to be made directly to businesses why it is important to their long-term interests and not just a question of principle.

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Kenya: Greenhouse is solution for small scale farmers

Kenya is expected to start exporting vegetable variety of French beans to the U.S. by November this year when necessary sanitary measures are expected to be in place following U.S. Department of Agriculture's approval of the deal early this year.

Kenya's small scale farmers hit by the European Union's stringent food safety issues arising from high agrochemical residue levels are getting help to use tunnel greenhouses. The European Union is Kenya's biggest market for vegetables grown by large and small scale farmers. The bloc imports about 90 per cent of all vegetables destined for export.

According to the Kenya Horticulture Competitiveness Project (KHCP), a project that helps small scale farmers increase production of horticulture crops, the sector has experienced tough times in 2012 due to a rapid rise in production costs, depressed prices in the major European markets and lack of procurement discipline by farmers and exporters. Other factors affecting the sector have been the vulnerability of crops grown in open fields facing drought, excessive rainfall, and pests and diseases, which limit crop yields and quality.

Data from KHCP indicates that overall exports of vegetables primarily peas and beans declined by 2.6 per cent from 379 million U.S. dollars in 2011 to 369 million dollars in 2012. "In recent months, however, the situation has worsened. The European Union has increased the level of surveillance checks due to the perception of increased food safety issues from agrochemical residue levels," said KHCP in its latest update.

As a result, Kenyan exporters have moved away from smallholder sourcing, and Kenyan exports have declined significantly. For instance, bean sales have dropped by 25 per cent in January 2013 compared to January 2012, according to the Fresh Produce and Exporters Association of

Kenya (FPEAK).

KHCP said it has partnered with FPEAK to respond with a program of enabling farmers acquire and use tunnel greenhouses as part of farm infrastructure development. Farmers are being trained at the Horticulture Practical Training Centre (PTC) in Thika, about 50 km north of the capital Nairobi.

The support for PTC's vegetable, fruit nursery, and flower units is delivering skills training to 15,000 farmers over the next two years. An additional 50,000 farmers are being trained on agrochemical compliance to international standards in good agricultural practices through a network of eight "Mini-PTCs" across the country.

The project has also partnered with Vegpro (K) Ltd, a major exporter of vegetables, fruits, and flowers to Europe. Through this partnership, Vegpro is rolling out greenhouse tunnels and drip irrigation trials in pea production for 600 contracted outgrowers around the Mt. Kenya region.

The tunnels, which minimize the usage of agrochemicals and increase the crop life cycle, have shown average yield increase of 48 per cent compared to open field production. About 98 per cent of the crop grown under the 0.98 hectare tunnel was marketable, compared to only 15 per cent of the crop grown in open fields due to damage from hailstorms and disease infection.

Each tunnel generated an average gross income of 384 dollars compared to only 40 dollars from the open field. To accelerate the adoption of the tunnel technology, KHCP is working closely with the U.S. Agency for International Development's Financial Inclusion for Rural

Microenterprises (FIRM) project to map the best options for finance packages suited to farmer's cash flow.

The intention is to increase smallholders' ability to compete in the global marketplace while helping the Kenyan vegetable export industry get back on track during the second half of the year.

A vegetable farmer in Thika who is contracted by an export company said the tunnel greenhouse is the answer to the challenges they have been facing growing vegetables in the open field. There are fewer requirements for chemicals, manure and the crops are shielded from direct rainfall and sunlight. Insects that affect the vegetable crops are also minimized when tunnel greenhouse is used.

"I don't have to be persuaded about this greenhouse technology. I have witnessed their importance and value. Through the tunnels, I'm earning ten times more compared to the open field," she said. Kenya is expected to start exporting vegetable variety of French beans to the U.S. by November this year when necessary sanitary measures are expected to be in place following U.S. Department of Agriculture's approval of the deal early this year.

Stringent food safety standards over high agrochemical residue traced to produce sourced from small scale farmers has led many exporters drop the produce suppliers. The effect, combined with rising cost of growing the vegetables because of the increase in prices of farm inputs and reduced demand because of the eurozone crisis have knocked-out some farmers from growing the vegetables for export, leading to drop in the amount of vegetables Kenya exports to the European Union.

Pictorial

Amiran Kenya Rimon Supra 10SC & Sphinx Extra 713 WDG Launch



Yasmin Sagiv, Fungicide Product Manager from Makhteshim Agan demonstrates water solubility of Sphinx Extra 713WDG



Farmers in Thika during the launch



Pinhas Moskovich, Managing Director Amiran Kenya (right) engages a farmer in discussions on the new products



Launch of Rimon Supra 10SC and Sphinx Extra 713WDG in Kitengela



Idan Shamay, Makhteshim Agan Development Manager Africa and the Middle East, takes farmers through a presentation on Rimon Supra 10SC



Aviv Levi, Head of Agro Division, Amiran Kenya (left) and Idan Shamay, Makhteshim Agan Development Manager, Africa and the Middle East during the products launch in Kitengela

Amiran Kenya Limited

Launches New Products For Flower And Tomato Growers

Amiran Kenya, home of modern agricultural innovations has recently introduced to Kenyan farmers in Kitengela, Thika and Naivasha two new products: Rimon Supra 10SC and Sphinx Extra 713WDG, from Makhteshim Agan, an Israeli multinational manufacturer of chemicals serving over 120 countries worldwide and one of Amiran's top suppliers.

The two day launches organized by Amiran took place in early April attracting major stakeholders in the floriculture and horticulture industries such as Charm Flowers, Waridi Flowers, Harvest Limited, Maua Agritech, Kalka, Desire Flora Limited, Carnation Plants Limited, Maasai Flowers Limited, Primarosa Flowers Limited, Shades Horticulture, P.J Flora, Guango Vegetable Farm, Karen Roses, Isinya Roses, P. J Dave, Mbiga Tuu, Jim's Fresh and Magana Flowers.

The launches provided a half day seminar for the farm managers from different farms to expound their knowledge on the new products, Rimon Supra 10SC and Sphinx Extra 713 WDG. With the key challenges to the farmers being the focus, those in attendance came to hear about Amiran's approach to creating simplicity in agriculture through protecting crops from insects and diseases. The event that featured presentations and discussions also provided a platform for farmers to exchange ideas with experienced Agronomists and research teams from Makhteshim Agan and Amiran Kenya and also to table their fears and challenges in the farm.

Idan Shamay, Development Manager for Africa and the Middle East from Makhteshim Agan, explained that Rimon Supra 10SC is an insect growth regulator based on the active ingredient Novaluron that is active against the larvae of chewing, mining and sucking insects. Rimon Supra is mainly used in India, Brazil, USA and recently brought to Kenya through Amiran. It can be used on various crops, ranging from flowers to vegetables. Makhteshim Agan and Amiran have carried out trials in the last two years throughout the country and the product has been registered in Kenya under the Pest Control Products Board (PCPB) being fit for use in Kenya. Idan explained on the need for early application between the egg and larval stage

of the insect, for that is when the product is most effective.

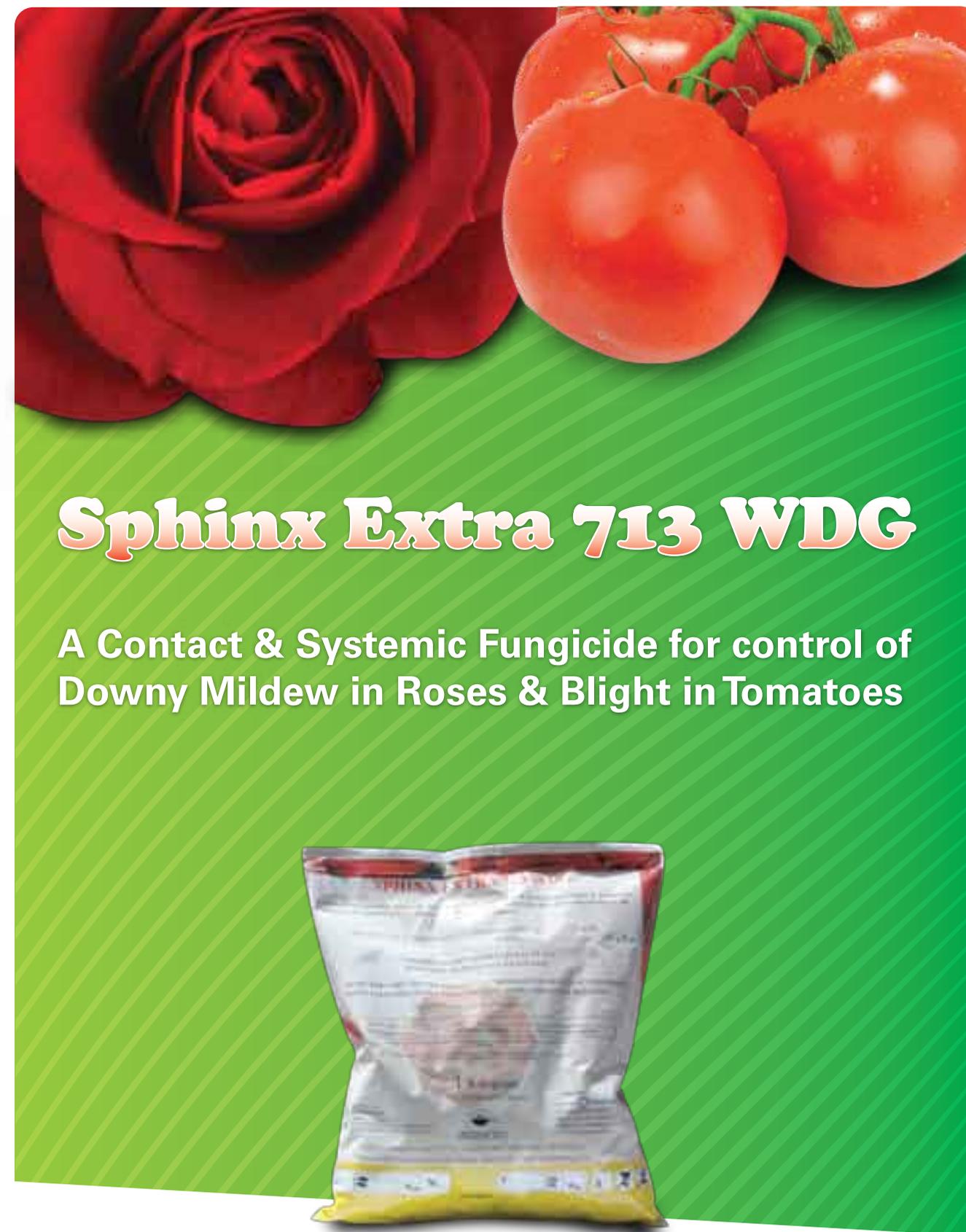
After application, the larvae will stop feeding on the crop within 2 to 3 hours after exposure to Novaluron. Novaluron acts by inhibiting chitin biosynthesis (chemical substance that inhibits the life cycle of an insect) thus interfering with the formation of the cuticle; the larvae will then die within 2 to 3 days. Rimon Supra 10SC provides higher efficiency due to its small particle size, is water based proving to be safe for the operator and to the environment and is harmless to the plant's cuticle, causing no reactions when exposed to light.

Downy Mildew and Blight are common diseases that affect two major crops in the agricultural industry, flower and tomato crops. Downy Mildew causes defoliation of an entire rose plant within a matter of days while Blight on the other hand, injures vegetable plants through the formation of lesions, withering and death of the leaves and fruits.

Sphinx Extra 713 WDG, the other new product from Makhteshim Agan is a combination of contact and systematic fungicides, Dimethomorph 113g/kg and Folpet 600g/kg, two leading active ingredients with different modes of action.

Yasmin Sagiv, Fungicide Product Manager from Makhteshim Agan revealed that Sphinx Extra, which caters to flower and tomato farmers, is advantageous due to its compatibility with Integrated Pest Management Programmes for it has less than 25% kill on controlling pests using other living organisms, excellent susceptibility and wetting properties of less than 75% and less than 60 seconds respectively, curative, protective and eradicant activity against all stages of fungal pathogens. Sphinx Extra 713 WDG also has good formulation, which makes it very easy to apply and Dimethomorph and Folpet, two active combinations that make Sphinx Extra a powerful tool to counter resistance development and be flexible in timing of application. Using the mixture of the two ingredients from the two different groups with different modes of action creates a strong tool that prevents development of fungal pathogens resistance.

As agriculture and the need to practice modern agribusiness in order to achieve higher quality and yields in order to be competitive, continue to play a greater role in the lives of Kenyan farmers, Amiran is clearly minded on the need to diversify its range of products supplied from leaders in the global agricultural industry.



Sphinx Extra 713 WDG

A Contact & Systemic Fungicide for control of Downy Mildew in Roses & Blight in Tomatoes



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Droplet Spectrum

All devices used for droplet formation, like nozzles, spinning disks, rotating cages etc., don't produce completely uniform droplet sizes.

This in itself is no problem, because droplets of different sizes will behave differently, and will therefore be deposited on different sites within the crop. However, the amount of chemical carried by small and larger droplets will differ, therefore, to achieve an even distribution, the difference between the smallest and the largest droplet should not exceed a certain specified limit. Nozzles in particular suffer from this problem.

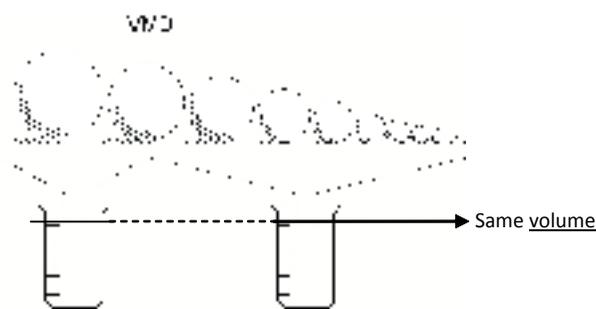
A nozzle, at a certain pressure, may produce droplets of 20 to 800 microns simultaneously. The droplet spectrum is wide, and it is difficult to speak of a specific droplet size, since a wide range of sizes are produced.

If the desired droplet range is 100 to 250 microns, it is easy to understand that considerable amounts of water are sprayed in droplet sizes which are too small or too large to be useful. It is therefore important to have a good idea of the droplet spectrum of a nozzle, in order to make a correct choice.

VMD (Volume Median Diameter)

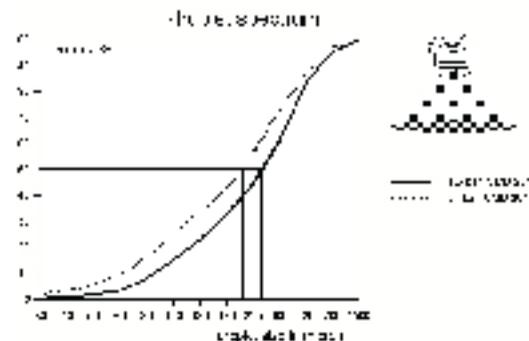
In order to compare different nozzles, or different droplet formation techniques in relation to droplet size, it is important to have a meaningful standard to make the comparison. For this reason the term VMD (Volume Median Diameter) was introduced.

The VMD is that particular diameter in a droplet spectrum where 50% of the volume of liquid sprayed is made up of droplets with diameters larger than the median value diameter and 50% smaller than the median value.



This is quite different from the average droplet size, the NMD (Number Median Diameter).

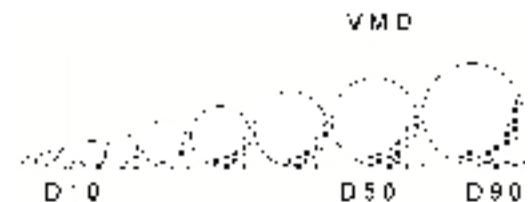
Since there is more pesticide contained in large droplets than in small ones, it is more meaningful to speak of volume average instead of average droplet size.



D10 and D90

The information which the VMD provides is not sufficient to determine the quality of the nozzle, therefore it is important to have information about "how wide" a spectrum is. In other words, how far apart are the diameters of the smallest and the largest droplets. For this reason the D10 and the D90 are introduced.

The D90 is that particular diameter in a droplet spectrum where 90% of the volume of liquid sprayed is made up of droplets with diameters smaller than that diameter.



The D10 is that particular diameter in a droplet spectrum where 10% of the volume of liquid sprayed is made up of droplets with diameters smaller than that diameter.

Span

A droplet spectrum of a nozzle can be described as narrow or wide, however, what is narrow and what wide, what is acceptable and what isn't? To avoid these vague terms, it is better to speak of SPAN.

$$\text{SPAN} = \frac{\text{D90} - \text{D10}}{\text{D50}}$$

For instance:

D50 = 250 microns
D90 = 400 microns
D10 = 100 microns

$$\text{SPAN} = \frac{400 - 100}{250} = 1.2$$

It is generally accepted that a span smaller than 1.6 will produce a good spray result, because the droplet spectrum is sufficiently narrow, in other words, the smallest and the largest droplets are not too far apart.

Droplet size in relation to coverage: The ambit

The whole idea of spraying is to obtain sufficient coverage of the target area. The amount of coverage necessary, differs with the mode of action of the product and the behaviour of the target. The minimum area you have to cover with the chemical is called the ambit.

For example:

1. Locusts are very mobile, so if we apply sufficient amounts of insecticide within areas up to one tenth of a hectare, good control can be expected. So the ambit is one tenth of a hectare.
2. When applying a systemic herbicide, sufficient quantities of the product needs to be applied to each plant in order to obtain good results. In this case the ambit is one plant.
3. For good control with contact fungicides (which will only work on, or very near the spot, it is deposited) you have to apply sufficient amounts of product on every square centimetre of the target area. In this the ambit is one square centimetre.

In order to provide a good understanding of the concept of coverage some figures will be shown in the table below. When spraying with droplets of 300 micron, every litre of water contains approx. 71 million droplets. (see table below) Using 50 micron droplets, we will have 15,279 million droplets per litre. (factor 216)

Table

diameter (microns) x 1000.000	number of droplets using 300 l/ha.	number of droplets/cm2
10	1.909.900	5.729.700
50	15.279	45.837
100	1.910	5.730
200	239	717
300	71	212
400	30	89

Large droplets contain more pesticide than small droplets.

The difference in contents may be up to a factor of 10,000 or more, therefore large droplets deposit much more pesticide on the target site than smaller ones. Some of these sites thus receive far too much pesticide, and others not enough. One large droplet may contain enough pesticide to cover a whole leaf or even several leaves.

For this reason a relatively uniform droplet size and a uniform distribution of the pesticide is needed.

For good spraying results it is recommended, especially with

contact pesticides, to deposit 50 - 100 droplets/cm2.

The table below shows the number of l/ha. required to obtain 100 droplets/cm2, and the % of leaf area covered, for several droplet sizes.

Table

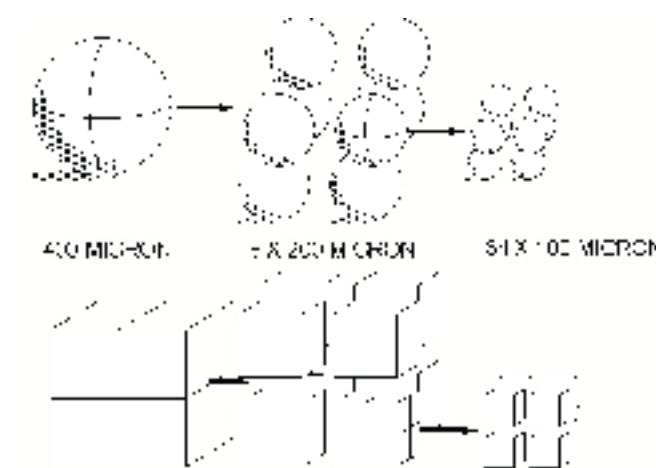
diameter l/ha. (microns)	required for 100 droplets/cm2	% leaf area covered
50	0.64	0.19%
100	5.23	0.78%
200	41.88	3.13%
250	81.81	4.90%
300	141.37	7.06%
400	335.10	12.56%

The next table shows the number of droplets/cm2 and % leaf area covered, for several droplet sizes, spraying 40 l/ha.

Table

diameter (microns)	l/ha. sprayed	number of droplets/cm2	% leaf area covered
50	40	6112	12.0%
100	40	764	6.0%
200	40	95	3.0%
300	40	28	2.0%

Small droplets, in spite of their size, but due to their high numbers, cover a larger area than coarser droplets, coming from an identical volume!!!



1 droplet of 400 microns

64 droplets of 100 microns

By referring to the diagram it can be seen that an equal amount of water can cover a larger surface when sprayed in smaller droplets!!!!

Kenya Lifts Ban On Importation Of Cut Roses From Tanzania

By Jacqueline Mkindi, TAHA

The governments of Tanzania and Kenya have finally finalized the process of uplifting the Kenyan Government Policy which banned importation of cut flowers from Tanzania to Kenya for export to Europe and other countries. TAHA took up this challenge and engaged with the respective authorities, and as a result of this, the MoU to end this challenge.

This MoU provides for an end to Kenya's ban of importation of cut flower from Tanzania. The Agreement was signed by Kenya Plant Health Inspectorate Services (on behalf of the Kenyan Government) and the Ministry of Agriculture's Plant Health Services Section (on behalf of the Government of Tanzania).

As you may recall, this prohibition was imposed by

Kenya in May, 2011 in order to protect the country's flower industry from regulated pests which the government of Kenya had some doubts that they may occur in Tanzania roses and are not known to occur in Kenya or are present in Kenya but are not widespread and are being officially controlled by

Kenya and European Union (EU).

There are about 11 pests which are officially controlled for the purposes of the signed MoU. Signing of the MoU followed the completion of Pest Risk Analysis (PRA) by Kenya Plant Health Inspectorate Services (KEPHIS) which concluded that, the importation of cut flowers from Tanzania may be permitted provided that Tanzania meets the requirements provided in the MoU aiming at minimizing pest risks.

The signing of the agreement therefore marks the conclusion of implementation of resolutions of the bilateral meeting between Tanzania and Kenya which was held in Nairobi, on September, 2012 in which TAHA had actively participated. The meeting was held to discuss Non-tariff barriers issues among the two countries including the import ban of cut flower by Kenya.

TAHA wishes to thank the Government of The United Republic of Tanzania for its understanding on this critical challenge and considering TAHA requests and proposals towards abolition of the ban. TAHA specifically thank the Ministry of East African Cooperation for coordinating the consultative meetings and the Ministry of Agriculture Food Security & Cooperatives for working on and signing the MoU.

TAHA will continue to work with the government in identifying key challenges on the ground affecting trade and investment in horticulture. Our vision remains to create a conducive environment for the horticultural private sector practitioners to smoothly operate and contribute to poverty reduction and national economy.

TAHA will continue to keep you informed of industry developments in Tanzania.



Visit, Relax & Discuss

Business.



F2.15

Greenlife Crop Protection Provides A Complete Package For Your Carnations (Dianthus Caryophyllus)

By *Enock M. Kimutai*

The genus *Dianthus* belongs to the dicotyledonous

Caryophyllaceae family (Order: Caryophyllales). The family consists of 80 genera and 2000 species which are either annual or perennial and occur mostly in the northern hemisphere. Over 300 *Dianthus* species have been identified. The genus is usually thought of as containing two broad groupings of plants – carnations and pinks.

Carnation is a term that is used for plants in the *Dianthus caryophyllus* group. The genus name, *Dianthus*, is derived from the Greek dios (of Zeus or Jove) + anthos (flower) i.e. flowers of Jove. The name caryophyllus, is from the Greek karyon (a nut) + phyllon (a leaf) i.e. nut leaved; the term comes from the old name of the Indian clove tree (*Eugenia caryophyllata*) and was transferred to the carnation because the flower was so strongly scented of cloves.

Carnation is used to refer to *D. caryophyllus* and its cultivars, and to hybrids of *D. caryophyllus* with other species of *Dianthus*, which are commonly referred to in trade, botanical and horticultural literature as carnations. Of the several kinds of carnations, the three most common are;

Annual carnations

These are falsely named in that all carnations are perennial by nature. However the terminology has arisen because, as a result of hybridisation, a perpetual flowering habit has developed that causes the plants to virtually exhaust themselves in producing a continual succession of blooms. During cold climates, the plant seldom have sufficient reserves left to cope with the damp and cold.

Border carnations

These are the oldest form of carnation still in cultivation. *D. caryophyllus*, which is also known as the wild carnation or clove pink, is the ancestor of the border carnations. *D. caryophyllus* has been used extensively by breeders for centuries and as a result many cultivated varieties and hybrids exist.

Perpetual flowering carnations

These are the newest form of carnation. Their precise origin is obscure but it is possible that they are the result of a series of natural crosses between *D. caryophyllus* and *D. sinensis*. The development of perpetual flowering carnations was particularly associated with William Sim a Scottish émigré to the US. The thick-stemmed, tall, heavy-flowered, scentless carnations known as the 'Sim' form became the basis of varieties used in the international cut flower market.

Pests and Diseases

Thrips

Thrips including Western Flower thrips (*Frankliniella occidentalis*) are serious pests of carnations. White markings on the petals, particularly in red varieties, indicate the presence of thrips.

Thrips can re-infest a crop from nearby vegetation. Peak infestation periods occur in dry weather when grass and bush dry out in surrounding areas.

Control

Thrips can excellently be controlled using the Greenlife Crop Protection Africa Ltd registered products. Growers can rely on Escort®19EC, Taurus®500SP, Legacy®5%EC, Presento®200SP and Emerald®200SL t.

NB: We advice you tank mix above products with Integra against thrips and other pest to improve on wetting, spreading and uptake.

Mites

Mites can establish themselves in pockets, relatively unnoticed, in protected crops. The first symptom of mite infection of the plant is a silvery appearance of leaves. Yellow flowering varieties are particularly attractive to mites. Early infestations may be found underneath curled leaves.

Control

Miticides is the most effective way of controlling mites. Greenlife Crop Protection Africa Ltd registered products miticides include , Emperor®18EC, Corpion®500SC, Inspire®100EC and Eagle®200EC. For excellent coverage, one is advised to use Integra® as a wetter/spreader.

Caterpillars

Caterpillars (*Helicoverpa amigera*) can cause severe damage to unopened flower buds particularly during the time of rains and after.

Greenlife Crop Protection Africa Ltd has registered some very good products for the control of caterpillars. Growers can enjoy full benefits from Trumpet® 200SC and Legacy®5%EC

The writer is the Technical Sales Manager-Floriculture Greenlife Crop Protection Africa Ltd

DISEASES

Disease	Symptoms	Pathogen/Cause	Management
ALTERNARIALEAF SPOT	Small purplish spots form on leaves. Their centers become brown while the leaf yellows.	Alternaria dianthicola or Alternaria dianthi	Apply Katerina® at 200mls/100L Iprode® 1-1.5l/ha and Cadilac® 200g/100L water to protect healthy plants.
BACTERIAL WILT	Leaves turn gray-green then yellow and die. Roots rot. Vascular tissue browns. Cracks develop in internode tissue. Slime oozes from these cracks when humidity is high.	Pseudomonas caryophylli	Pot and propagate in pasteurized raised beds. Use clean, disinfested tools. Use culture-indexed cuttings free of the pathogen. Destroy infected plants. Drench with Bio-Distinction® at 500mls/1000L water
BOTRYTIS	Petals turn brown and are covered with gray, fungal growth.	Botrytis cinerea	Space plants to insure good air circulation. Maintain low humidity. Avoid watering late in the day. Remove crop debris. Apply Katerina® 2l/ha, Iprode® 1.5-1.5l/ha, Cadillac® 2kg/ha, Nature Gold® 1-1.2l/ha, Chariot® 0.5-1lt/ha ,Megaprode Lock® 1-1.5kg/ha
FUSARIUM WILT	Lower leaves yellow and wilt up one side of plant. Symptoms progress up plant. Top of main shoot grows at right angle to main stem. Late in the disease, root and stems rot.	Fusarium oxysporum	Pot and propagate in pasteurized raised benches. Use culture indexed plants free of the pathogen. Drench with Megaprode Lock® 1-1.5kg/ha, Chariot 50-100mls/100L
FUSARIUM STEM ROT	Reddish-brown spots at the base. No vascular discoloration occurs beyond the rotted area.	Fusarium graminearum, F. avenaceum, or F. culmorum	Plant only healthy, pathogen-free cuttings in pasteurized, raised beds.
RHIZOCTONIA STEM ROT	Stems at the soil level have a lesion with a brown border. Stems have dry shredded appearance.	Rhizoctonia solani	Plant in pasteurized, raised beds. Megaprode lock® 1-1.5kg/ha or Iprode® 0.5-1lt/ha, Foset® 2.5-5kg/ha as a soil drench to protect healthy plants.
RUST	Small blisters containing rust-red spores form on leaves.	Uromyces dianthi	Apply Domain® 0.5l/ha, Katerina® 2L/ha, Milestone® 0.3-0.5L/ha, Tomahawk® at 50-75mls/100L to protect healthy plants.



Luna Lets Flowers Love Life Longer

Raphael Mulinge, Farm Manager Sian Winchester farm has been a grower all his life. He understands it quite well. And as long as he can remember, Powdery Mildew has been a thorn in the flesh for growers. So, when he joined other growers in a Nairobi hotel to attend the launch of Luna Sensation, he looked forward to a solution. So, he keenly followed Mr. Joseph Murungi's presentation.

At the end, he whispered to Mr. Tom Ochieng Production Director, Penta Flowers Ltd who was sitting next to him, "this product seems to also take care of botrytis and post harvest diseases". Tom whispered back, "I think the Luna Sensation, has unparalleled efficacy on the most problematic diseases. It goes beyond the achievements of today's fungicides with the improved Quality, longer Vase-life, less waste and increased marketability".

Luna® in a class of its own

Luna belongs to a new and unique chemical class of fungicides-pyridinyl ethyl benzamide. The active ingredient, fluopyram, is the latest innovation from Bayer CropScience for the control of problematic diseases. It differs from previous fungicides in its

chemistry and in the spectrum of diseases it controls. Its mode of action is as a SDHI (Succinate Dehydrogenase Inhibitor), blocking the energy production in the cells of the fungus. This mode of action is classified as FRAC group 7. Luna inhibits disease development at multiple stages from germination to sporulation. Luna loves to work on a broad spectrum of foliar diseases, giving excellent control of the powdery mildew species, Botrytis, Sclerotinia, Monilinia and other leaf and spot diseases.

Why Growers love Luna® Right from the start.

As a completely new fungicide, which is great for integrated pest and crop management, Luna ensures that clean and wealthy produce enters the flower chain. With low dose rates, the cost-benefit ratio makes every horticulturalist happy with this new innovation, whether he grows fruits, vegetables, grapes or flowers. There is no longer any need to make a choice between the "must haves" of quantity and quality, as both are now available.

The outstanding protection Luna offers against key diseases means produce stays healthy after it has left the plant to live a happy life

in the world of commerce. Improved disease control prolongs the season, providing more days of great fresh flower and less waste thanks to the extended vitality of the flowers.

With Luna, growers see far more of their disease-free crop reaching optimum maturity, enabling them to harvest larger quantities of higher quality flowers and meet the demands of the market. While consumers now expect top quality produce all year round they are also aware of the need for sustainability. Luna's contribution to reducing the ecological footprint is clear to see in the healthy, happy flowers that have benefited from the outstanding efficacy of this low dose fungicide.

The flower chain loves Luna®

The seasons may change but with consumer demand for high-quality produce remaining constant, the longer the life of the flowers, the happier it is for all those involved in the flower chain. Consumers expect growers to adopt good integrated flower management while controlling any disease in their crops with as little fungicide as possible. The improved disease control before, during and after transportation offered by Luna ensures that greater quantities of higher quality flowers make it to the market.

Roses, lilies and other ornamentals love Luna as they have more to gain from looking better and healthier. Only when the flowers look great are the consumers happy, so any blemishes that could be disease-related usually result in waste. With no interest in knowing the details- words like "botrytis" or "mold" are complete non-starters in the fabulous world of roses and other ornamental flowers, which are left on the shelf for looking past their best.

Crops love Luna®

Luna takes care of the leaves, stems and flowers by protecting their surfaces, giving round-the-clock protection. The translaminar efficacy, the excellent root uptake and the upward (acropetal) systemicity provides excellent stem and leaf protection so that even non-treated surfaces are well looked after, as the active ingredient is redistributed continuously and uniformly into the new leaves and buds via the xylem.

Thanks to perfect protection during the season, Luna can offer perennial crop extended protection throughout the year. With such amazing multi-dimensional mobility Luna has it covered-from the stem to the tips of the leaves.

Efficacy

To have such a high level of efficacy from such low dose rates would normally be enough to make Luna a well-accepted fungicide on the market. But growers are looking for innovation and so, after many years of research and hundreds of trials worldwide, Bayer CropScience has developed a family of fungicides that not only looks after the flowers in the greenhouse but also helps to protect their flowers after harvest.

Greenhouse control of powdery mildew

Performance of Luna Sensation on powdery mildew was evaluated in a greenhouse in Kenya.

Luna was applied once over the sensation reduces losses in transit. Luna sensation was applied once over the top of a conventional fungicide program and after 3days, 10 flowers from the conventional program and Luna sensation treatments were harvested, packed and shipped from Kenya to Holland. Flowers were put in vases and evaluated for botrytis for 14 days. Flowers treated with Luna Sensation were fresh and of high quality.

Flowers

Luna gives outstanding efficacy against greenhouse botrytis, while its effects can be seen to go much further. Right to the end of the flower chain, in fact. Specific observable improvements are that flowers look fresher and better for a longer time. Flowers are happier after their transportation trips. In tests run in the US the results were exceptionally positive. Luna-treated apricots were brought out of storage and the surface of the fruits examined. The beneficial microflora, e.g. natural yeasts, had increased sometimes as much as up to forty times. Luna had so successfully controlled the pathogens that's the beneficial microflora had been able to continue to protect the produce.

Integrated Crop Managers Love Luna®

Luna has excellent efficacy at low dose rates and has a very favourable ecotoxicological profile, with formulations demonstrating super selectivity under greenhouse conditions. Having the best long-lasting efficacy from fewer sprays, less is definitely more as Luna is also safe to beneficials. Luna can live happily and loves to be used as a rotation option in spray programs.

Co-formulations provide growers with innovative, complete solutions including built-in resistance management. As with most fungicides, Luna should be used in rotation with fungicides with other modes of action. Luna is safe for users, consumers and the environment when used responsibly as advised on the label.

Put simply... Luna lets flowers love life longer.





The Link Between Upping Flower Exports And Rewarding Farmers

As the country readies itself for the prestigious Kenya International Flower Trade Expo, recent developments in the flower industry, especially the resolve by Kenya flower growers to diversify markets is not just a plus to the economy, but music to the ears of flower farmers both large and small who have traditionally been buffeted by over reliance on volatile markets.

The recent launch of direct flights to South Korea by the national carrier has opened opportunities and doors for our flower farmers to directly access East Asia market and by pass the volatile European and Dubai flower auctions. Industry players now argue the new markets in South Korea and Japan are expected to account for between five and 10 per cent of the flower exports, potentially helping the country bridge the imbalance in trade that is currently heavily tilted in favour of the Asian economic powers.

Equally promising has been Kenya's angling of the lucrative Russian market, the sixth largest globally gobbling up about \$1 billion worth yearly. This as the country hopes to rev up its horticultural exports which have slumped four percent in 2012 to stand at Sh87.7 billion down from Sh91.6 billion in 2011.

But even as attention continues to be concentrated on increasing and diversifying markets, production though not heavily

affected hasn't been impressive. And with new markets opening up fast and furious demand will need to be matched with consistent and high production. And this means flower growers both small and large scale would require necessary assistance and infrastructure to up production.

And anyone keen on the flower industry knows that much as it is one of the country's biggest export earner, falling under the larger horticultural sector, production problems abound and should be the concern of everyone from the grower to government. Pests for example have been every grower's nightmare. What has taken months to nurture and tend to may be spoilt in a matter of seconds by voracious and sap hungry pests.

Infact Bridgenet Africa, a not for government institution, that works actively with farmers in Africa has identified pests in flowers and horticultural produce as one of the major drawbacks that has stagnated production and discouraged flower growers especially smallholder who are new to the trade. Most of these pests have developed resistance to conventional pesticides rendering them impotent and leaving farmers with a barrage of frustrations. However, there has been a resolve by respected brands in the floriculture sector that is making these frustrations a thing of the past.

Elgon Kenya Limited for example has been active in the flower industry through partnerships with respected global brands

to ensure it gives the farmers cheap, timely and high quality remedies on the farm.

For example in partnership with Bayer East Africa, Elgon Kenya is the authorized distributor of Bayer's flagship product Infinito a powerful arsenal that when applied to flowers early wards off the notorious Downy Mildew pest responsible for over 30 percent loss in rose stem and up yields. These timely interventions count if farmers are to penetrate the global market with ease.

But Elgon Kenya has stepped up to its calling of working actively with the farmers especially motivating them, a key factor if production is to rise.

The organization recently launched the pioneer National Farmers Awards scheme that seeks to celebrate men and women who toil night and day to oil our economy and restore dignity to the soil. The award ceremony which is a partnership with the Ministry of Agriculture will be an annual event and recognizes farmers in all categories from large Scale Mixed Farms, Small Scale Mixed farms and the Agricultural Training Centres.

Such recognition, Elgon Kenya Limited strongly believes, goes along way in motivating farmers scale efforts at a time when we are counting on them to position the country in the global market in products like flowers where we as a country have build a reputation and name in the global arena.



Partners of Floriculture



Floriculture encourages the pursuit of joint activities in areas of mutual interest with national and international societies, companies and organizations. Agreements have been reached between Floriculture, leading growers and suppliers and trade associations. This unique partnership includes a complimentary copy for each member of the registered associations. Floriculture is proud to announce the cooperation with the above corporates.

KRA Act Deny Consolidators Opportunity To Claim Input VAT

The global flower industry has evolved from the traditional sale of flowers through the auctions to more direct sales to wholesalers, supermarkets and florists in the market place, whereby returns are relatively higher as the supply chain is reduced.

This has seen the entry and growth of Consolidators of flowers, who receive flowers from different growers and consolidate into single consignments for export. They service orders from multiple markets that require diverse varieties in specific volumes and quality.

The entry of consolidators has helped grow the global market share that the Kenya flower industry is currently enjoying.

This has been possible because of the following reasons:

1. Consolidators deepen market penetration by investing in marketing.
2. Reduced cost of shipment and access to markets through economies of scale through consolidation of shipments
3. Bridged the gap between the growers and markets
4. By dealing with a local agent the risk of default and being conned by overseas clients is reduced. Banking and foreign transactions costs are passed on to consolidator.
5. Better prices to farmers compared to auction prices

Consolidators have greatly supported the growth of small growers. Some medium sized farms are now growing 100% through direct markets since auctions no longer have the monopoly of buying Kenyan flowers.

Issue

While the global flower industry and supply chains have changed overtime, the Kenya Revenue Authority has apparently not stayed abreast with the dynamics of trade. The current regime and process have become a hindrance to doing business. This is best exemplified by the issue of delay in VAT refunds stemming from inputs to support floriculture.

Facts

- Over 95% of the flowers produced in Kenya are destined for the export market
- Over 20% of this being channeled through consolidators.
- All the flowers received by consolidators locally are exported

Problem

The contention is in the interpretation of paragraph 10 of the VAT 1994 Regulations on what can be claimed as vat refund. KRA officers interpret an export sale through a Consolidator as local sale, even though it is clear that the purpose is for export.

This denies the flower growers who export flowers through consolidators the opportunity to claim input vat where the amount of input tax attributable to exempt supplies is greater than five per cent of the total input tax as per Paragraph 17 of the VAT 1994 Regulations.

The current VAT refund process does not allow flower growers to lodge claims for vat refunds with shipping documents bearing names of Consolidators, through whom they have sold.

Impact

Disallowed input vat have negatively impacted on the profitability and cash flows of growers. The lost input VAT results in an increase in the cost of production which negatively impacts on the profitability

of the farmer and as a consequence on his competitiveness in the market place. Growers have to incur an extra cost to have documents prepared in their names in order to facilitate VAT refunds. A set of documents costs up to \$30 per shipment.

While big growers can afford to absorb this cost, smallholders and medium sized farmers are forced to use uncompetitive prices and in the long run dropping out of business.

As a result, growers are being forced not to sell to the Consolidators, forcing them out of business and unfortunately loss of livelihoods. Delayed VAT refund claims have negatively impacted on the cash flows of growers. Farmers have to borrow from financial institutions to manage the negative impact on cash flow occasioned by the delayed vat refunds. The industry incurs up to Ksh2 million daily to service these loans. Further expansion plans of farms have been put on hold again denying the country much needed job creation opportunities.

Consolidators Proposals

Coffee and tea sales through local auction houses for the purpose of re-export are not treated as local sales. In principle, it is the same process that takes place with the consolidators. We therefore propose that a similar recognition in the vat act be given to the local consolidators of export flowers. See attached Appendix A detailing the coffee and tea auction in Kenya.

The KRA feels there exists a risk of double vat claims by both the growers and exporters. Our proposal is that a regulation be put in place to prevent Consolidators from claiming vat arising out of flower consolidated and re-exported. This is similar to the mechanisms in place to regulate tea and coffee sales through the local auctions.

The consolidator shall provide a schedule of all consolidated exports for each grower which shall include;

- A. The consolidated invoice number, date, quantity and value
- B. All the individual grower's invoice number, date, quantity and value that make up each consolidated invoice
- C. The airway bill used to export

D. The export entry duly certified by the proper officer of customs at the port of export

In addition the exporter shall.

- A. Maintain all records required under paragraph 7 of the VAT regulations 'Records to be kept by taxable persons'
- B. Provide proof of payment availed in respect of goods exported

With this system, there shall be no risk of revenue leakages as.

- A. The consolidator's activities shall be regulated by the export office at KRA and all details of export shall be lodged with the tax authority
- B. All documentation and the consignment are presented for verification to the verification officer at the shed of discharge.
- C. Verification officer checks all the export documents and the consignment and stamps the customs entry for the goods to be released for export.

D. The export documentation and the consignment are also verified by the proper customs officer at the export port of entry. This is verifiable in line with the requirements for Agreements for Exchange of Information as provided by section 41A of the Income Tax Act.

Growers Proposals

As it stands now there is no solution to expedite legitimate vat refund to growers. In the interim, desperate growers have been offsetting their VAT receivables against PAYE tax payable, Withholding tax payable and other tax payable to KRA with permission from tax commissioner. Not all growers are aware that this can be done. As such we propose that this offsetting of VAT receivables against payable be ratified into VAT Act.

Conclusion

It is the plea of the flower industry that KRA will address our proposals to ensure the sustainability of the flower industry. Your action on the proposals will determine whether Kenya will be able to cement its place as the leading exporter of flowers in the world and a key contributor to the Kenya economy..



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FLOWER FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
AAA Growers	Rimuruti	Roses	Mr. George Hopf	0733-746737	george@aaagrowers.co.ke
AAA Growers-Chestnut	Naromoru	Vegetables	Mr. Mark Kirimi		nanyuki@aaagrowers.com
AAA Growers Ltd.	Thika	Vegetables	Mr. Steve		
AAA Growers-Turi	Nanyuki	Vegetables	Mr. Japheth		japheth@aaagrowers.co.ke
Africallias	Limuru	Zantedeschia	Mr. Robert Holtrop	066-76084	rob@sande.co.ke
Afri-organics (K) Ltd	Timau	Herbs	MR. John Harris		ohn@afriorganic.co.ke
Agripro Horticulture	Nakuru				
Aquila Flowers	Naivasha	Roses	Mr. Yogesh	0715-817369	gm@aquilaflowers.com
Baraka Flowers	Ngurika	Roses	Mr. A. Mutiso	0727-038432	
Batian Flowers	Timau	Roses	Mr. Andre Borlage	0711-717987	andre@batianflowers.com
Beauty Line	Naivasha	Gypsophila, Solidago	Mr. Munene	072-1372906	
Bigot Flowers	Naivasha	Roses	Mr. Jagtap Kakasaheb	0722-205271	jagtap.kt@bigotflowers.co.ke
Bila Shaka	Naivasha	Roses	Mr. Joost Zuurbier	0711-898689	bilashaka.flowers@zuurbier.com
Black Petals	Limuru	Roses	Mr. Nirzar Jundre	0722-848560	nj@blackpetals.co.ke
Blooming Dale	Timau	Roses	Mr. Sunil	0732-373322	sunil@bloomingdaleroses.com
Bluesky	Naivasha	Gypsophila,Roses	Mr. Mike	0720-005294	blue-sky@africaonline.co.ke
Buds \$ Blooms -Blis flora	Nakuru	Roses	Mr. Sachin Appachu	0720-804784	
Buds \$ Blooms -Town	Nakuru	Roses	Mr. Shivaji wagh	0720-895911	shivaniyet@yahoo.com
Carnations Plants	Athi River	Carnations	Mr. Amir	045-22242	cpl@exoticfields.com
Carzan Flowers	Kipipiri	sammer flowers	Mr. Kiarie Gitau	0722-931159	
Charm Flowers	Kitengela	Lisianthus, Roses	Mr. Ashok Patel	020 2222433	info@charmflowers.co.ke
Colour Crops	Bahati	Hypericum, Ammi	Mr. K. Marigoma	020 2313859	admin@couLOURcrops.com
Colour Crops	Timau	Summer flowers	Mr. Simon Baker		simon@siluba.co.ke
Colour Crops.	Naivasha	Veronica,fillers	Mr. Geoffrey Mwaura	0724-083111	nva@couLOURcrops.com
Colour Vision Roses Ltd	Naivasha	Roses breeders	Mr. Peter van der Meer	(0)50 50 310	petervandermeer@terrانيا.com
Countrywide Connections	Nanyuki	Eryngiums	Mr. Richard	062-31023/6	production@countrywide.co.ke
Credible blooms	Nairobi	Roses	Mr. George	0725-762099	
De Ruiters	Naivasha	Roses	Mr. Sebasten Alix	0720-601600	info@drea.co.ke
Delmare pivot (Vegpro)	Naivasha	Vegs, Roses			
Desire flora (K) Ltd	Isinya	Roses	Mr. Rajat Chaohan	0724-264653	rajatchaohan@hotmail.com
E.A. Growers - Jessy	Mweiga	Vegetables	Mr. Antony M.		antonym@eaga.co.ke
Elbur flora	Elburgon	Roses	Mr. Peter K. Kagotho	0724-722039	elflora@africaonline.co.ke
Enkasiti Rose	Thika	Roses	Mr. Tambe	067-44222/3	enkasiti@form-net.com
Equinox Horticulture Ltd	Timau	Roses	Mr. John Mwangi		john@equinoxflowers.co.ke
Everest Enterprises -Chulu	Timau	Vegetables	Mr. Anthony Muiruri		
Everest Enterprises - Luso	Naromoru	Vegetables	Mr. Robert Mbutia		robert.mbutia@everest.co.ke
Everes Enterprises - Njumbi	Naromoru	Vegetables	Mr. Robert Mbutia		robert.mbutia@everest.co.ke
Everest Enterprises - Woodland	Mweiga	Vegetables	Mr. George Machariah		george.macharia@everest.co.ke
Everflora Ltd	Juja	Roses	Mr. Bipin Patel	0716-066305	everflora@dmbgroup.com
Fides(K) Ltd	Embu	Roses, Cuttings	Mr. Francis Mwangi	068-30776	info@fideskenya.com
Finlays-Chemirel	Kericho	Roses	Mr. Aggrey	0722-601639	
Finlays Tarakwet	Kericho	Roses	Mr. John Magara	0722-873539	john.magara@finlays.net
Finlays Flamingo	Naivasha	Roses/Fillers	Mr. Peter mwangi	0722-204505	peter.mwangi@finlays.net
Finlays-Kingfisher	Naivasha	Roses	Mr. Charles Njuki	0724 -391288	charles.njuki@finlays.net
Finlays-Kingfisher	Naivasha	Carnations/ Fillers	Mr. Jacob Wanyonyi	0722-773560	jacob.wanyonyi@finlays.net
Finlays - Vegetables	Naivasha	Vegetables	Mr. Daniel Kiboi	0722-206627	
Finlays-Siraji	Timau	Carnations/Roses	Mr. Paul Salim		paul.salim@finlays.net
Finlays-Sirimon	Timau	Lilies	Ms. Purity Thigira		purity.thigira@finlays.net
Finlays Lemotit	Londiani	Carnations	Mr. Richard Siele	0721-486313	richard.siele@finlays.net
Flora Kenya	Naivasha	Roses	Mr. Jack Kneppes	0733-333289	jack@maridadiflowers.com
Flora ola			Mr. Dominic	0723-684277	
Flora delight	Limuru	Summer	Mr. Hosea	0724-373532	hosndai@yahoo.com
Florema (K) Limited.	Naivasha	Begonia	Mr. Peter Maina	050-2021072	info@floremaKenya.co.ke
Florensis	Naivasha	Cuttings	Mr. Eddy Verbeek	050-50010	florensis@florensis.co.ke
Fontana Ltd - Mau Narok Ayana	Nakuru	Roses	Mr. Gideon maina	0721-178974	gideon@fontana.co.ke
Fontana Ltd - Njoro farm Akina	Nakuru	Roses	Mr. Arfhan	0722-728441	Arfhan@fontana.co.ke
Fontana Ltd - Salgaa	Nakuru	Roses	Mr. Kimani	0733-605219	production@fontana.co.ke
Foxtan Agriculture	Naivasha	Vegetables	Mr. Foxtan Asanya.		
Gatoka Roses	Thika	Roses	Mr. Chriss	0715-215840	gatoka@swiftkenya.com
Goldsmith Seeds	Naivasha	Lisianthus	Mrs. Lynette S.		
Goodwood	Nyaururu	Hypericum	Mr. Bernard	0701-166466	
Goodwood Properties	Nyeri	Vegetables	Mr. Kahiga		
Greystones Farm			Mr. Silas Mbaabu	0722-312316	silas.mbaabu@greystones.co.ke
Groove	Naivasha	Roses	Mr. Peter	0724-448601	groovekenya@gmail.com
Hamwe Ltd	Naivasha	Hypericum	Mr. Andrew Khaemba	0722-431170	production@hamwe.co.ke
Harvest Ltd	Athi River	Roses	Mr. Farai Madziva	0722-849329	harvest@harvestflowers.com
Highlands Plants	Olkalau	Outdoors			
Hummer	Naivasha	Carnation, cuttings	Mr. Annemaria		
Indu Farm	Naivasha	French beans	Mr. James		

FLOWER FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Interplant roses	Naivasha	Breeders	Mr. Geoffrey Kanyari	0712-215419	geoffrey@interplant.co.ke
Isinya roses	Isinya	Roses	Mr. Yash Dave	0700-797849	info@isinyaroses.com
James Finlays	Kericho/Londiani	Roses	Mr. John Magara	0722-206627	flowers@finlay.co.ke
K.H.E.	Nanyuki	Vegetables	Mr. Elijah Mutiso		mutiso@khekenya.com
K.P.P. Plant Production (K) Ltd	Juja	Cuttings	Mr. Wilson Kipketer	020-352557	w.keter@selectakpp.com
Kabuku Farm	Thika	Roses	Mr. Anand Kumar		kabuku@eaga.com
Kalka	Isinya	Roses	Mr. Captain	0715-356540	production@kalkaflowers.com
Karen Roses.	Nairobi	Roses	Mr. Rober Kotut	020-884429	bob@karenroses.com
Kariki Ltd.	Juja	Hypericums	Mr. Samwel kariuki	0722-337579	production@kariki.co.ke
Karuturi flowers	Naivasha	Roses.	Mr. Sylvester Saruni	0722-873560	saruni@karuturi.co.ke
Kenflora	Kiambu	Roses	Mr. Aleem Abdul	0722 -311 468	info@kenfloraa.com
Kenya Cuttings Ltd.	Thika	Cuttings	Mr. Careml Ekartd	060 2030280/1	info.kenyacuttings@syngenta.com
Kenya highlands	Njoro	Roses	Mr. Kariuki	0721-436211	agricentre@africaonline.co.ke,
Kisima Farm	Timau	Roses	Mr. Kenneth	0722-475758	flowers@kisima.co.ke
Kongoni Gorge farm (Vegpro)	Naivasha	Roses,vegs	Mr. Anand Patil		
Kongoni Star Flowers(Vegpro)	Naivasha	Roses	Mr. Shailesh Rai	0722-203750	sailsh@vegpro-group.com
Kreative Roses	Naivasha	Roses	Mr. Julias Kinyanjui	0734-505431	farm@kreative-roses.com
Kudenga Flowers	Molo	Hypericum, Eringium	Mr. Juma/Rotich	0725-643942	production@kudenga.co.ke
Larmona/Hamcop	Naivasha	Roses	Mr. Peter Mureithi	0722-238474	lamonaaccounts@africaonline.co.ke
Lathyflora	Limuru	Beddings			
Lex + Blomming oasis	Naivasha	Roses	Mr. Thomas Nyaribo	050-20-20612	lex@lex-ea.com
Live Wire Limited	Naivasha	Hypericum,Lilies	Mr. John Gitonga.	050-50371	info@livewire.co.ke
Lobelia Farm	Timau	Roses	Mr. Peter Viljoen	062-41060	info@lobelia.co.ke
Londia farm	Naivasha	vegetables	Mr. John		
Longonot Horticulture	Naivasha	Roses, vegetables	Mr. Chandrakant	050-50173/4	longonot@vegpro-group.com
Maasai flowers	Kitengela	Roses	Mr. Clement Ng'etich	0725-848914	cng'etich@sianroses.co.ke
Magana Flowers (K) Ltd.	Kiambu	Roses	Mr. Peter Mwangi	0726- 212520	Pmwangi@maganaflovers.com
Mahee flowers	Olkalau	Roses & Carnations	Mr. Vijay Kumar	020-822025	info@eaga.co.ke
Marera Farm	Naivasha	Vegetables	Pierluigi		
Maridadi	Naivasha	Roses	Mr. Jack	0733-333289	jack@maridadiflowers.com
Maua Agritec	Isinya	Roses	Mr. Kori	0722-206318	gm@mauaagritech.com
Mboga Tuu	Isinya	Vegetables	Mr. Dan Agao		
Migotiyo	Nakuru				
Morop Flowers	Bahati		Mr. Wesley	0720-983945	agribiz@africaonline.co.ke
Mosi Ltd.	Thika	Roses	Alice Murugi	0722-204911	alicemurugi@mosiflowers.co.ke
Mt. Elgon Orchards	Kitale	Roses	Mr. Bob Anderson	0734-333095	bob@mtelgon.com
Mweiga blooms	Mweiga	Roses			mweigablooms@wananchi.com
New Hollands Flowers	Olkalau	Roses	Mr. Guna Chitran	0700-718570	guna@bth.co.ke
Nini farm	Naivasha	Roses	Mr. Fred Okinda	0720-611623	growing@niniitd.com
Nirp .E.A	Naivasha	Rose Breeder	Mr. Chege	0720-477717	ethanc@nirpinternational.com
Ol Njorowa	Naivasha	Roses	Mr. David, charles	020-574011	mbegafarm@icconnect.co.ke
Oserian Dev Company	Naivasha	Roses,Fillers,statice	Mr. Ruri Tsakiris		
Panacol International	Kitale	Roses	Mr. Paul Wekesa	054-2030916/7	paul.wekesa@panacol.co.ke
Panda Flowers	Naivasha	Roses	Mr. Chakra	0723-148307	osiro@pandaflowersco.ke
Pangot	Naivasha	Roses Cutting	Mr. Mwangi		
Penta Flowers Ltd.	Thika	Roses	Mr. Tom Ochieng	0733 -625 297	tom@pentaflowers.co.ke
PJ Flora	Isinya	Roses	Mr. Absalom O.	0721-423730	pjdaveflowers@wananchi.com
PJ Dave Flowers	Isinya	Roses	Mr. Hitesh Dave	045-21381/2	pjdaveflowers@wananchi.com
PJ Dave	Timau	Roses	Mr. Israel	0712-184433	pjdavetimau@pjdavepz.com
Plantations Plants.	Naivasha	Geraniums	Mr. William M.	050-2021031	pplants@kenyaweb.com
Pollen	Ruiru	Cuttings/Seedlings	Mr. Patrick Chege		patrick.chege@syngenta.com
Porini	Keringet	Roses	Pitamber		
Porcupine	Naivasha	Vegetables	Eyal		
Pressman Kenya Ltd	Nakuru	Roses	Jelle Posthumus	254 (0)786 580 761	jposthumus@preesman.com
Primarosa	Nyahururu	Roses	Mr. Santosh Kurkani	0712-030610	santosh@primarosaflovers.com
Primarosa Flowers Ltd	Athi River	Roses	Mr. Dilip Barge	0733 -618 354	dilip@primarosaflovers.com
Protea Farm	Timau	Roses	Mr. Philip		info@lobelia.co.ke
Ravine Roses	Eldamaravine	Roses	Mr. Kennedy	0720-339985	kapkolia@karenroses.com
Receme	Naivasha	Gypsopilla/vegs	Mr. Boni	0721-938109	bonny@kenyaweb.com
Redlands II	Kiambu	Roses	Aldric Spindler	0733-609795	aldric@redlandsroses.co.ke
Redlands Roses	Ruiru	Roses	Aldric Spindler	0733- 609795	aldric@redlandsroses.co.ke
Rift valley Roses	Naivasha	Roses	Mr. Peterson Muchiri	0721-216026	rvr@livewire.co.ke
Rift valley vegetables	Naivasha	Vegetables	Mr. Nicholas		
Riverdale	Yatta	Roses	Ms. Zipporah Mutungi	020-2099501	rdale@swiftkenya.com
Rose plant	Kitengela	Roses	Mr. Atenus		
Roseto Flowers	Nakuru	Roses	Mr. Vijay	0717-617969	gm.roseto@megaspingroup.com

FLOWER FARMS IN KENYA

FARM NAME	LOCATION	PRODUCT	CONTACT PERSON	TELEPHONE	E-MAIL
Rozzical garden	Naivasha	Vegetables	Mr. Robert		
Rozzika Garden Centre Ltd	Mweiga	Vegatables	Mr. Kinuthia		eunice@rozzika.co.ke
Savanah plants	Naivasha	Geraniums	lukulu		
Shade Horticulture	Isinya	Roses	Mr. Mishra Ashutosh	0722-792018	mishra@shadeshorticulture.com
Schreurs (Linsen)	Naivasha	Roses	Mr. Pius Osore	020-2070339	info@linsensenroses.co.ke
Shalimar Farm	Naivasha	Roses	Mr. Vijay Kumar	020 822025	info@eaga.co.ke
Sian Flowers- Agriflora	Nakuru	Roses/ Lilies	Mr. Laban koima	0722-554199	lkoima@sianroses.co.ke
Sian Flowers -Equator	Eldoret	Roses	Mr. Nehemiah Kangogo	0722-848910	nehemiah@equator.sianroses.co.ke
Sian Flowers- Maji Mazuri	Mois Bridge	Roses	Mr. Wilfred Munyao	0725-848912	wmunyao@sianroses.co.ke
Sian Winchester	Nairobi	Roses	Mr. R. Mulinge	0725-848909	rmulinge@sianroses.co.ke
Sierra roses	Nakuru	Roses	Mr. Anand Shah	0787-243952	
Simbi Roses Ltd.	Thika	Roses	Mr. Jefferson Karue	020-2042203	kingi@sansora.co.ke
Sirgoek flowers	Eldoret	Roses	Mr. Andrew	0725-946429	sirgoek@africaonline.co.ke
Solo Plant (K) Ltd.	Kiambu	Roses	Mr. Haggai Horwitz	0732-439942	hagai@soloplant.co.ke
Stockman rozen	Naivasha	propagator	Mr. Julius Muchiri	0722-200890	jlius@srk.co.ke
Subati Flowers Ltd	Subukia	Roses, Gypsophila	Naren Patel /Ravi Patel	+254(20)2048483	info@subatiflowers.com
Subati Flowers Ltd	Naivasha (Kinangop)	Roses	Naren Patel / Ravi Patel	+254(20)2048483	info@subatiflowers.com
Suera Flowers	Nyahururu	Roses	Mr. Joseph Mureithi		suerafarm@suerafarm.sgc.co.ke
Sunripe	Nanyuki	Vegetables	Mr. James Muhoho		
Sunripe savanah	Naivasha	vegetables	Mr. George		
Tamalu	Timau	zante	Mr. David N.	0722-764759	nzomahd@gmail.com
Tambuzi Flowers	Naromoru	Roses		062 3101917	info@tambuzi.co.ke
Terrasol	Limuru	Cuttings	Eva	0722-455996	info@terrasol.com
Timaflo Ltd	Timau	Roses	Mr. Bryan Allen	062-41263	brian.allen@timafloLtd.com
Timau flair	Timau	Roses	Mr. Philip Ayiecha	0723-383736	
Transebel Ltd.	Thika	Roses	Mr. David Muchiri		admin@transbel.co.ke
Tropiflora (K) Ltd.	Limuru	Carnations, Astroemeria	Mr. N.Krasensky	0722-783280	tropiflora@tropiflora.net
Tulaga	Naivasha	Roses	Mr. Denis Wedds	0724-465427	denis.weds@africaonline.co.ke
Uhuru Flowers	Timau	Roses	Mr. Ivan Freeman	020-3538797	ivan@uhuruflowers.co.ke
Valentine Kibubuti	Kiambu	Roses	Susan Maina	020-3542466	info@valentineflora.com
Van den berg roses	Naivasha	Roses	Johan Remeus	050-5050439	johan@roseskenya.com
Vegpro (k) Ltd - Kitawi	Naromoru	Vegetables	Das		
Vegpro (k) Ltd - Liki River	Nanyuki	Roses	Mr. Madhav Langre		madhav@vegpro_group.com
Vegpro (k) Ltd- Kongoni	Timau	Roses	Vivek Sharma		vivek@vegpro_group.com
Waridi Ltd	Athi River	Roses	Mr. P.D. Kadlag	0724-407889	kadlag@waridifarm.com
Wiham Veg Mwanzi	Nyahururu		Madadi	0721-491633	
Wildfire flower	Naivasha	Roses/Hypericum	Christine Karambu	0722-468031	christine.karambu@wildfire-flowers.com
Windsor Flowers	Thika	Rose	Mr. Vikash singh	067- 24208	farm@windsor-flowers.com
Xpression ltd -Africa Blooms	Salgaa	Roses	Mr. Samir	0072-4518140	
Xpression ltd -Elburgon	Nakuru		Mr. Inder	0719-748175	
Zena roses - Asai	Eldoret	Roses	Mr. Lucas O.	0718-925040	lucasoongena@yahoo.com
Zena Roses	Thika	Roses	Mr. Peter Ochami	0712-006323	productionthika@zenaroses.co.ke
Zena Roses - Sosiani	Eldoret	Roses/Carnations	Mr. Fanuel O.	0724-631299	

FLOWER FARMS IN ETHIOPIA

FARM NAME	CONTACT PERSON	PRODUCT	TELEPHONE	E-MAIL
A" flower	Rashid Mohammed	Roses	+251 11 553 3237	mekiya@ethionet.et
Abyssinia flowers		Roses	+251 11 554 0368	ggh_link@ethionet.et
Agri flora plc		Roses	+251 11 237 2325	flowers@ethionet.et
Alliance flowers plc	Ravi	Roses	+251 116184341/ 2849329/30	allianceflowers@yahoo.com
Almeta impex plc	Ato Yonas Alemu		+251 11 553 4222/24	almeta.lmpex@ethionet.et
Aq roses plc			+251 46 441 4277	ethiopia@aqroses.com
Arsi agricultural	William Ngelechei/Tahir Aman	Roses	+251 11 442 3661 /	arsiflower@ethionet.et
Mechanization service	Belay		+251 443 1946/49	
Avon flowers plc.			+251 11552 8900	Gomba@ethionet.et
Awassa greenwoods plc	Hypericums		+251 552 8900 / 0462210045	awassagreenwood@ethionet.et
Beauty green plc	Yonas Tsegaye		+251 11 554 4601	seidlert@ethionet.et
Blen flowers plc	Anteneme Zenebe			blenflowers@ethionet.et
Blu Nile flora plc				bnf2etf@ethionet.et
Chibo flowers	Ato habtamu gesesse			expincor@ethionet.et
Dandi bour floralia plc				dbuc@ethionet.et
Dire highland Flower plc	Tesfaye Asegidew		+251 11 551 3525, 552 6310	dhf@ethionet.et
Dream flowers plc	E.Ravi Chandran / Wycliffe Otieno	Roses	+251 11 618 4341	dreamflowers@ethionet.et
Dugda floriculture			+251 11 554 0509 , 550 1414	dugdaagr@ethionet.et
Dyr	Yosef Beyene	Carnations	+251113390251	dyr@ethionet.et

FLOWER FARMS IN ETHIOPIA

FARM NAME	CONTACT PERSON	PRODUCT	TELEPHONE	E-MAIL
Eden roses	Tshaye		+251 11 646 1443/5	edenroseplc@ethionet.et
Enyi ethio rose	Tewahido Haymanot	Roses	+251 11 348 1987, 348 2167	enyi@ethionet.et
Eteco plc				eteco@ethionet.et
Et-highland flora plc	Tim Harrap / BrianSheepers	Roses	+251 11 466 0982	Bnf2etf@ethionet.et
Ethio agri-ceft	Arvind / Kebede / Biru abebe	Rose	+251 11 618 6483 , 662 53 27	agriceft@ethionet.et
Ethio dream plc	Bimal / Emmanuel	Roses	+251 11 618 9313/143	ethiodream@ethionet.et
Ethio flora plc			+251 11 466 0982	Bnf2etf@ethionet.et
Ethiopian cuttings		Geraniums	+251 11 661 45 11 , 662 46 55	ethiopicutting@ethionet.et
Ethiopian magical farm		Roses	+251 11 662 2570	emf@ethionet.et
Ethioplast plc	Felix Steeghs/ Kontos		+251 11 387 1277	accounts@ethioplants.com
Experience inc. Plc	Telahun Makonnem		+251 11 464 4137	expincor@ethionet.et
Fiyori ethiopia plc	James Mwicigi	Roses	+251 11 663 6292	yoshe@ethionet.et
Florensis ethiopia plc	Ronald Vijverberg	Cuttings	+251 11 652 5556 , 652 5557	flrensis@ethionet.et
Golden rose agrofarm ltd.	Shahab Khan / Sunil Chaudari	Roses	+251 11 466 9971	gomba@ethionet.et
Herburg roses plc	Mr. Adrianus Gerardus		+251 11 441 4279	herburgj@ethionet.et
Holeta rose plc	Navale Bhausaeheb K.	Roses	+251 11 618 4341	holroses@ethionet.et
llan tot plc			+251 (011)656 90/2/3	ilan@ilantot.com
JJ Kothari PLC	Ashok Bhujbal	Roses	+251 11 466 1155	jjkothari@ethionet.et
Joe flowers plc		Roses	+251 11 629 0800	jflowers@ethionet.et
Jordan river herbs plc			+251 11 663 6173 , 654 0207/9	flower_herb@yahoo.com
Joshua Flowers PLC			+251 11 550 7656 /7	joshuaflowers@ethionet.et
Joytech			+251 11 662 0205 , 433 6123/5	aron@joytechplc.com
Karuturi sai	Ramarkrishna Karuturi/Anil	Roses	+251 663 2437/9	ethmeadows@gmail.com
Lafto Roses PLC			+251 11 554 1485 , 554 1483	laftoroses@ethionet.et
Langano Lily			+251 46 1191497	langanolilyflowers@gmail.com
Linssen roses	Wim Linssen		+251 11 320 5668	linssenroseset@ethionet.et
Lucy ethiopia flowers plc				ger@lucyflowers.com
Mam -Trading PLC	Mussema Aman/Idris/	Roses	+251 11 4402080	mamtrading@ethionet.et
Maranque plants plc			+251 22 119 0750	maranqueplants@hotmail.com
Marginpar ethiopia pvt. Ltd. Co	Peter Pardoen/Mwangi	Eryngiums, hypericums	+251 11 371 6232	marginpar@ethionet.et
Metrolux flowers				dgad@ethionet.et
Meskel flowers	Roy/Daniel	Roses	+251 11 466 9273	
Minaye flowers plc.	Francis Muriuki	Roses	+251 11 372 8666 /7/9	minaye@ethionet.et
Mullo farm plc	Eyob Kebebe/MauriceOjow	Roses	+251 11 554 0368	mullo@ethionet.et
Noa flora plc			+251 11 618 6203	noaflora@gmail.com
Oda flower plc	Mr.David Klein			odaflowers@ethionet.et
Omega farms plc	Lemlem Sisay	Roses	+251 11 466 9273 /76	dgad@comcast.net
Olij Flowers PLC				info@olijethiopia.com
Oromia wonders	Mr.Siva		+251 11 618 4341	oromiawondres@yahoo.com
Rainbow colours plc	Ato. Mekonnen A.		+251 11 646 1105	rainfarm@ethionet.et
Red fox ethiopia plc	G.Symondson	Eryngiums, poinsettia	+251 11 551 4966	g.symondson@ethionet.et
Roman ayele	-	-	-	
Rose ethiopia plc	Ketema Alemayeh	Roses	+251 11 552 0596	roseethiopia@ethionet.et
Roshanara roses plc.	Mr.K.Bhanu Prasad		+251 11 618 3063	roshanararoses@gmail.com
Sathya sai farms (e)ltd, plc	N.L. Shyam Sundar	-		saifarms2006@gmail.com
Saron rose agrofarm plc	Bruk Melese	Roses	+251 11 372 8135	saronfarm@ethionet.et
Sheba flowers plc	Clemence		+251 911 453 245	rotem@shebaflowers.com
Siet agro plc	Ermias Tadesse		+251 11 551 1835	sietagro@ethionet.et
Soparasy (mekiya)	Ken Murwayi	Roses		
Spirit plc			+251 011 662 8375	spirit@ethionet.et
Summit plc	Michael Asres /Paul Muteru	Roses		Mekiya@ethionet.et
Supra flowers plc	Rakesh Kumar Gautam		+251 11 663 1144	suprafloritechplc@yahoo.co.in
Tabor herbs			+251 11 551 2033	taborherb@ethionet.et
Tal flowers plc.			+251 11 651 7394	tal@ethionet.et
Top Flower PLC			+251 11 553 4699	mekiya@ethionet.et
Tinaw business s.c	Ato Tesfaye		+251 (011) 372.0110	bap@ethionet.et
Uni-flower plc				uniflower@ethionet.et
Johnsonflower farm.	Ato Yasin Igesse			yassinj@yahoo.com
Zaguwe flora plc	Ato. Adiam Eyasu			adiam.Eyasu@gmail.com
Zubka general business				
Flower farm plc	Zubeda Kedir	Roses		kajo@ethionet.
Top flower plc	Tadesse Bekele			mekia@ethionet.et
Valley farm plc				peval@ethionet.et
Yassin legesse johnson flower farm			+251 11 652 5579 /64	yassinj@yahoo.com
Zaguwe Flower			+251 11 618 7596	adiam.eyasu@gmail.com
Ziway roses plc			+251 46 441 4172	finzr@ethionet.et
ZK Flower			+251 11 466 4476	zkflowers@gmail.com
Zubka General Business PLC			+251 11 439 3470	kajo@ethionet.et

EXPO FLORA RUSSIA: Being There Is The Name Of The Game

The 1979 film 'Being There', is the only screen performance for which actor Peter Sellers won an Oscar. Seller portrays a simple minded gardener turned from a sheltered existence into the harsh realities of life. Through a series of mishaps and misunderstandings, the gardener became a highly respected policy adviser to the president of United States.

The thinking on which the character builds his reputation and gains recognition as an authority is the simple philosophy that politics and business are very much like a garden- find or make the right sort of soil, plant it well, nurture it, feed it, and it will reward you well by providing for you year upon year.

And even in the world of commerce there is a reasonable analogy to be made.

As to how the film came by, its title you probably cannot do better than hazard guess that it was a reference to its main character 'Being There' in the right place in the right time.

And there can't be many who would disagree with that theory. Not in the Flower business at any rate, where 'Being There', in the right place at the right time can be condensed into one word- 'Marketing'.

'Being There' became very much the catchphrase when talking to Mr. Dick Van Raamsdonk, the President of HPP Exhibitions Holland. August is the month Kenyan Growers should be packing their suitcases and Travelling to the All Russian Exhibition Centre Moscow, Russia for the Expo Flora Russia, an international Floriculture Trade Fair. The fair to be held on 28th – 30th August is organized by HPP Exhibitions Holland in partnership with MVCVVC and MESSE ESSEN and will bring together all growers of cut flowers and their buyers under one roof.

During the interview, Mr. Dick Van Raamsdonk said unashamedly that he believed 'Being There' was the main commercial advantage to every Kenyan grower. Adding, "Russians loves Kenya Flowers and Russia is currently the most exciting but challenging market to Kenyan growers. To Russia, Kenya is what Ecuador and Colombia is for USA". He said Being There was the best way of meeting and networking with the right buyers.

Speaking exclusively to Floriculture Magazine, Mr. Dick Van Raamsdonk said Kenya has the right quality and price for Russian buyers. He said the market is big enough and this is the right time Kenya can make Russia their National Flower Market. "Kenya has



a business duty to present themselves in a big way in this year's Expo Flora Russia. This will give them an opportunity to meet not only the buyers but also the consumers and get to understand what they need, he added.

"Do Kenyan growers want to market themselves?" he asked. The 'Being There' will be the best decision you can make. Mr. Dick Van Raamsdonk said that he had teamed up with HCDA and growers can share one national pavilion. However, those who will not get space in the national pavilion can also exhibit independently. Likening Kenya to a sleeping flower giant, Mr. Dick Van Raamsdonk It was only in Kenya where you can get all flower sizes, most promising production and the right quality from one country. "This is a golden chance to market these products to the most promising flower market currently", he said.

By no means the least of the reasons given and yet surprising not the first thought on every growers mind, this is an excellent way of meeting your buyers. Kenyan growers will not only meet the right buyers but also keep their position as a leader in flower exporter. It is a near suicidal for any grower who ignores the Russia market. It is my dream to bring the most promising flower producer (Kenya) and the most promising flower market (Russia) together, he concluded.

Quality standards are always a top priority. And so everyone would like to share with the original breeder, grower, buyer and consumer. Those who will miss Expo Flora Russia will spend the next one year with the old technology, old contacts, old friends and business plus more aging mindset on how the market is evolving. Well the chance of 'Being There' is open you do not have to say when it's too late. "BUT NO BODY TOLD ME"

WHY FLOWERS IPM - EXPO FLORA RUSSIA?

In 2012 over 12,000 trade visitors met some 524 exhibitor from 15 countries. The All Russian Exhibition Centre in Moscow will again be hosting the most important trade show at the heart of the Metropole. Once more an event for cut flowers, plants, technology, floristry and garden features as a joint event together with MVCVVC, MESSE ESSEN, and HPP EXHIBITIONS as of this year.

2012 was successful, it strengthened its position as the established trade show in the cut flowers and green sector in Russia and Eastern Europe. On 3 days, it offers an up to date and comprehensive cross section of subjects relevant to the industry and its major players and buyers.

As last year in 2013 the joint pavilions are planned again from: Colombia, Ecuador, Ethiopia, Denmark, Germany, Holland, Kenya, Korea, Poland and South Africa, will show the expertises of these countries.

Убемби 2013
Flowers-IPM



AUGUST 28 - 30, 2013
THE ALL RUSSIAN EXHIBITION CENTER
MOSCOW, RUSSIA

www.expoflorarussia.com



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